Vol. VIII, No. 6 June, 1932

66

SOAP

with which is included an

Insecticide & Disinfectant Section

Published by MACNAIR-DORLAND COMPANY, INC., 136 Liberty Street, New York

Dow Coumarin

$C_9H_6O_2$

THROUGH sheer quality alone, Dow Coumarin has become a fixative of major importance to manufacturers of Soap, cosmetics, and other kindred products. Its purity and freedom from adulterant odors—its ready workability—its uniform quality—all combine to give most satisfactory fixation of the true odor of the perfume used.

The odor of a perfume, soap or cosmetic often makes or breaks the sale. Use the fixative that has proved its value over a period of years—Dow Coumarin.

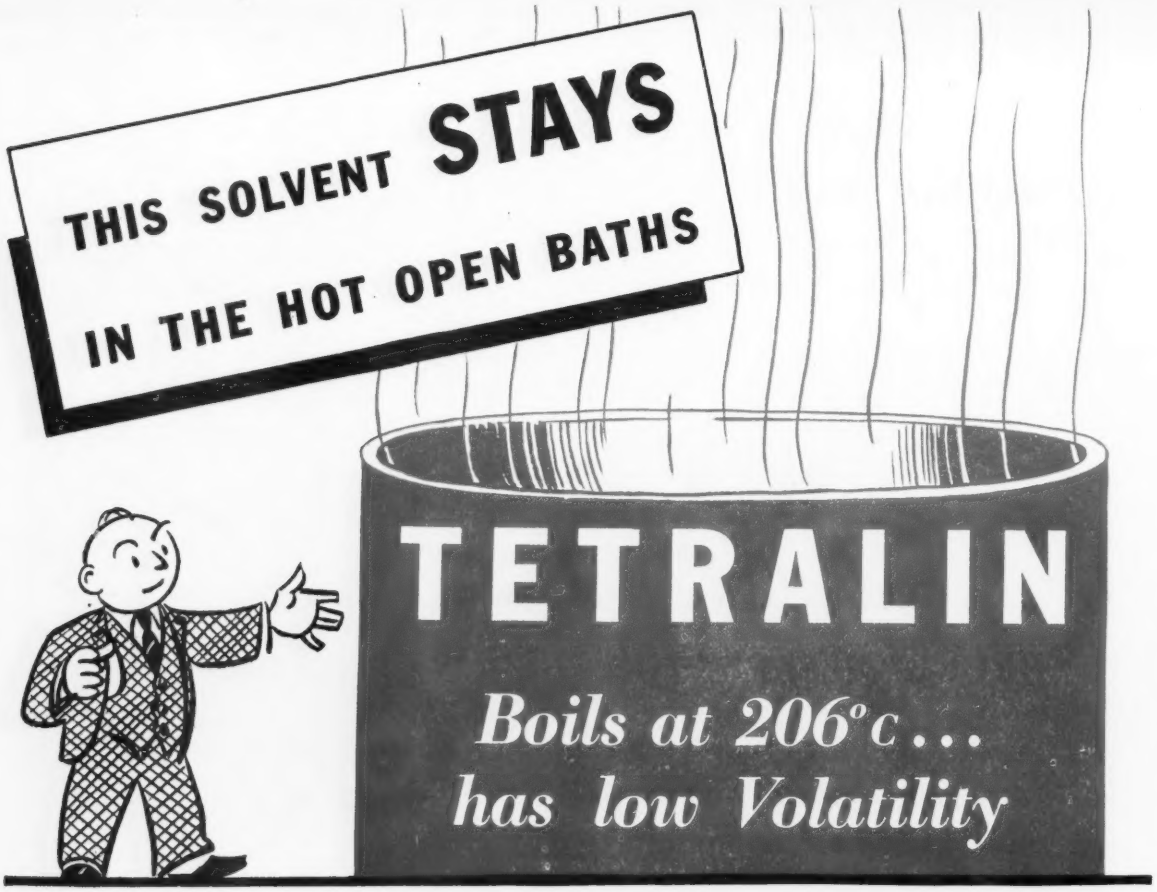
We will gladly quote on your requirements in any quantity.

TRADE DOW MARK

OTHER DOW PRODUCTS

METHYL ANTHRANILATE · METHYL SALICYLATE · CAUSTIC SODA PARADOW · · SOLVENTS

THE DOW CHEMICAL COMPANY
MIDLAND, MICHIGAN



TETRALIN is insoluble in water, but mixes completely with practically all organic solvents. Combined with soap (often with the addition of Hexalin) Tetralin produces a detergent which very thoroughly removes even the last traces of natural waxes or oils used in spinning.

Unlike other products Tetralin's boiling point (206°C) and low volatility insure its remaining in the hot open baths until the effective work is under way.

HEXALIN

HEXALIN is also insoluble in water, but possesses the property of producing (when combined with soap) a product which is clearly water soluble when diluted. Combinations of solvents with or without dissolved solids show a tendency to separate on standing, or due to temperature changes. Adding Hexalin in quantities from 5 to 10% will overcome this tendency, and in all cases prevent the separation.

DU PONT
REG. U.S. PAT. OFF.

E. I. DU PONT DE NEMOURS & COMPANY, INC.
Fine Chemicals Division
260 West Broadway, New York, N. Y.
7 South Dearborn Street, Chicago, Ill.
Sole Distributors for Société Usines Chimiques, Rhone-Poulenc, France

FINE CHEMICALS

Say you saw it in SOAP!

SOAP

Reg. U. S. Patent Office

with which are included

Insecticide & Disinfectant Section **Production Section**

Volume VIII June, 1932 Number 6

«

INSECTICIDE and Disinfectant Section, which is included as a department of every issue of SOAP, begins on page 75. Oil, Fat & Soap Production Section begins on page 61. These sections contain news, articles and editorial opinion of particular interest to their respective industries.

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Ira P. MacNair Grant A. Dorland

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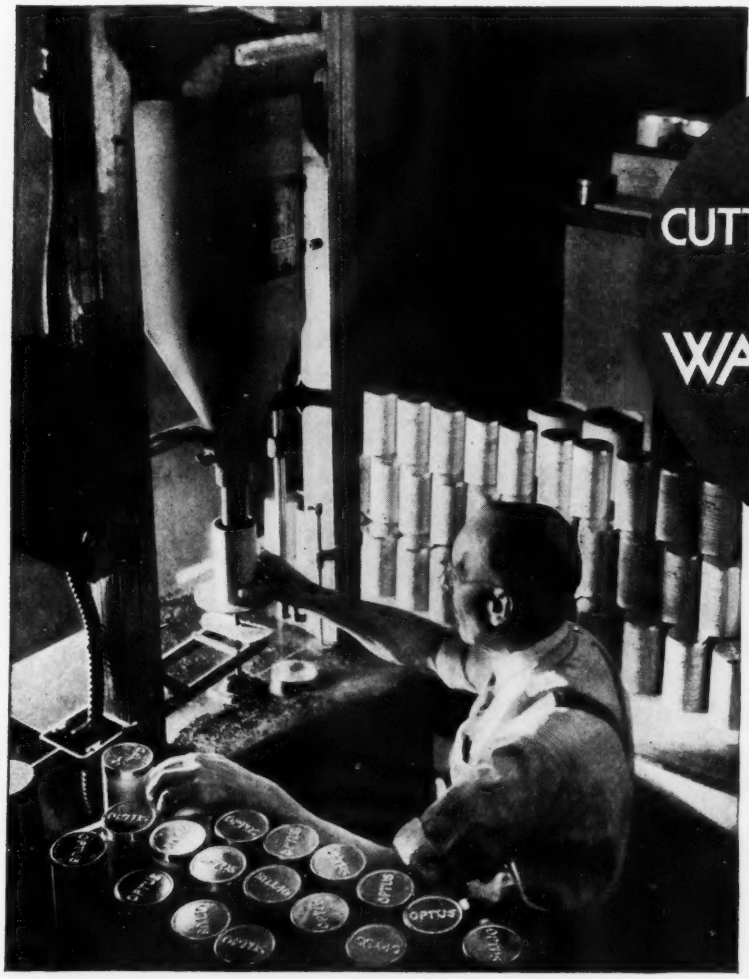

CUTTING THE COST OF THE WAR ON PAIN

SWIFTLY, accurately, economically, through seven years of daily service, this Stokes & Smith Filler has unfailingly served the Philadelphia Wholesale Drug Company. During that period it has carefully put weighed portions of a dozen different drugs into millions of containers—some weighing only one ounce, others up to five pounds.

Always, its uncanny accuracy has been on constant guard against the waste of over-filling. Its sturdy mechanism has never permitted breakdowns or costly repair bills. Today it is bringing the Philadelphia Wholesale Drug Company the same reliable service it delivered the day it was installed.

The record of this machine is typical of the record of hundreds of S & S Fillers in hundreds of different installations. For economy and success, send your filling problems to S & S.

STOKES & SMITH Co

PACKAGING MACHINERY · PAPER BOX MACHINERY
4915 Summerdale Avenue, Philadelphia, Pa.
British Office: 23, Goswell Road, London, E. C. 1

FREE DATA

STOKES & SMITH CO.
4915 Summerdale Avenue, Philadelphia, Pa.

Gentlemen:

Please send me a copy of your new booklet describing the complete line of S & S Packaging Machinery.

Name _____

Company _____

Street and Number _____

City and State _____

Say you saw it in SOAP!

Say you saw it in SOAP!

HERE'S GOOD NEWS, MEN!

"We've added some new Clifton items to our line that will help put sales up where they belong."

IT'S popular these days to try various methods to boost sales. One method that has been successful with sanitary supply jobbers is to ADD a few suitable Clifton items to the present line.

Try this *proven* method. It will enable your salesmen to frequently make extra sales to their regular customers and encourage them to go out after new business too.

Even if you already handle similar items we can probably save money for you—we are doing so for many others. It costs nothing to inquire!

Foamwell Liquid Soap
Liquid Soap Concentrate
Liquid Soap Base
Soap Dispensers
Metal Polish

Pine-Gloss Floor Cleanser
Meteor Oil Soap
Cresolene Disinfectant
Pine Tree Disinfectant
Cresol Compound U. S. P.
Insecticide

Deodorette Cakes
Moth-Di Cakes and Displays
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ATTRACTIVE IMPRINT LABELS FURNISHED

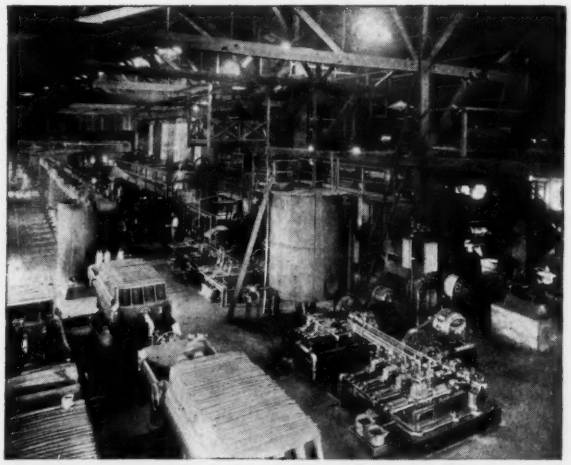
The Best Time to Boost Sales Is Now—Write NOW!

CLIFTON CHEMICAL CO., INC.

Clifton Building

246 FRONT STREET NEW YORK CITY

Say you saw it in SOAP!



Coconut Oil Expellers in the Kellogg Philippine Mill

The Best MANILA CRUDE *Costs You No More*

THERE are many definite reasons why Spencer Kellogg & Sons can give you a higher grade Manila Crude Coconut Oil . . . without a premium in price. Our aim has never been to meet the industry's standards, but to better them as much as possible.

We have succeeded through careful, complete control of every phase of manufacture and distribution. Experts select the best copra...it is crushed in our Philippine Mills...shipped in Kellogg-owned tank steamers . . . refined in the great Edgewater plant . . . then transported in Kellogg tank cars direct to customers or to our conveniently located warehouses.

Such control insures the highest possible quality, and effects economies. You, as a purchaser, derive the benefits.

SPENCER KELLOGG AND SONS SALES CORP'N

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CRUSHING PLANTS—Manila, P. I. REFINERIES—Edgewater, N. J.; Kansas City, Kan. NEW YORK OFFICES—Graybar Bldg. WAREHOUSE STOCKS at Baltimore, Boston, Chicago, Cincinnati, Cleveland, Detroit, Kansas City, Milwaukee, New York City, Philadelphia, St. Louis

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KELLOGG'S THE TEST OF TIME 1894

Kellogg's Coconut Oils

MANILA (Crude) - CRYSTALITE - SILVER SEAL COCHIN - KOLINE (Edible) - HYDROGENATED

Say you saw it in SOAP!

"BEAMAX"
DRIES TO A LUSTRE
LIQUID WAX

Does Not Require Polishing

"BEAMAX" cuts floor maintenance costs by saving labor—no buffing is necessary on application, and no polishing is required.

"BEAMAX" is easily applied with a cotton mop or lamb's wool applicator. It smooths itself. It dries to a hard, lustrous finish in twenty minutes or less.

"BEAMAX" is long wearing. Finish is easily maintained by buffing; each cleaning increases the lustre. Floors can be washed with clear water without affecting the finish.

"BEAMAX" is recommended for all types of floors—this one wax takes care of linoleum, wood, tile, terrazzo, rubber, asphalt tile, mastic, etc.

"BEAMAX" will not show lap marks when used for "patching" worn spots. It has no odor.

"BEAMAX" is sold in drums, half-drums, and quarter-drums, as well as in 10-gal., 5-gal., and 1-gal. cans. It is a perfect emulsion and will not settle out.

Try "BEAMAX" for yourself. Send coupon for sample and prices.

THE DAVIES-YOUNG SOAP COMPANY
Dayton, Ohio

The Davies-Young Soap Co.
Dayton, Ohio

Please send me without charge sample can of "BEAMAX" Dries to a Lustre LIQUID WAX.

Name .....

Address .....

City .....

Say you saw it in SOAP!

SOAP

VOLUME EIGHT NUMBER SIX

Soap Tax,—5%!

IN the haste to jam through the revenue bill, Congress included a five per cent tax on toilet soaps. The decision was made behind closed doors, and soap was probably included at the last minute as a hasty compromise. The tax will probably be explained as a matter of legislative expediency. We do not believe there is a member of Congress who would have the nerve to stand on his two feet in public and advocate a tax on soap.

With the five per cent tax now a fact, there arise several questions in regard to its collection. First of all, what is a toilet soap? How is the tax to be collected by the manufacturer? Will it be absorbed or rebilled? Is the tax going to be merely the equivalent of another cut in prices, or is it going to be passed on?

We sincerely hope that the tax will *not* be absorbed by *any* manufacturer, but that it will be added to all invoices as a separate and distinct item,—that it will not in fact constitute another price cut. We hope that soap manufacturers will act together in this and adopt a uniform practice. Would not an immediate conference at some central place under the auspices of the Association of American Soap and Glycerine Producers be the sensible thing?

Soap Powder Bids And Costs

SOME more or less recent bids for U. S. Government business on soap powders lead us to wonder just when manufacturers will quit cutting prices and where prices will be when they do quit. On a certain bid, we have examined carefully all the figures put in by both large and small manufacturers. Half of them show a uniformity at low levels which would indicate that the manufacturers are willing to take the business at cost, or that they do not know their costs. Out of twelve bidders, six quoted under two cents per pound. The lowest bid was 1.67 cents per pound delivered.

It is estimated that the average cost of this soap powder, meeting government specifications, was at least 1.30 cents in barrels, loaded in cars. According to the locations of the manufacturers who bid, there are freight rates varying between thirty and fifty cents. This means a delivered cost of 1.60 to 1.80. From this basis, how any of these manufacturers can justify a price under two cents delivered for their soap powder is more than we can fathom.

Each successive bid seems to bring out

lower prices. A previous bid which took the business for soap powder was 1.69 cents. Between the award of that contract and the bidding on the one noted above, the price of soda ash was advanced and freight rates were moved up. These increases in costs, however, apparently did not make enough difference to prevent a further shading of prices on the next bid.

Prices such as these we have mentioned may be markers along some unknown and mysterious road to wealth. It has been our experience, however, that they are more often markers along the road to the poor-house.

—o—

What is a 15% Liquid Soap?

WHEN fifteen per cent liquid soap is mentioned, exactly what is meant? Does it mean fifteen per cent of the total products of saponification, that is potash soap plus glycerin, or does it mean what it says literally, fifteen per cent of anhydrous potash soap? The question has been brought up by the purchasing department of a large consuming organization. This company has a specification which permits the interpretation of the term "15% liquid soap" to include soap plus glycerin, and maintains that this is the most satisfactory concentration in which to use a liquid soap. They state that where a soap contains the full percentage of anhydrous soap, reports from many users in all parts of the country indicate that it contains too much soap.

Irrespective of the most suitable concentration for satisfactory use, we have placed the question before a few leading liquid soap manufacturers to secure their opinions. They all state that by "15% liquid soap" they mean a soap containing fifteen per cent anhydrous potash soap. Glycerin and other products which might be present and which would figure in the determination of total solids, are not counted and should not be. The pure anhydrous combined soap alone is the determining factor. They point to the Government specification, P. S. 618.

This answers the question of the consumer. At the same time, it might be pointed out that quite apparently plenty of liquid soap is being sold as a fifteen per cent soap where an interpretation of "15%" means total solids and not anhydrous soap. The basis of quotations and container designations could afford to be more specific.

—o—

Soap as a "Door Opener"

WITH interest, we note that one of the larger petroleum organizations is going into the manufacture and sale of a soap, which it is stated, is to be used as a sales leader or "door opener." The soap is to be sold by house-to-house canvassing in the immediate neighborhoods of some ten or twelve thousand gasoline stations of the company by the attendants. A statement points out that the soap is to be sold at "a moderate price," and is to be "competitively priced" at thirty-five cents for a two pound bar. It goes on to say that the oil company will not advertise the soap nationally for fear of "losing prestige as a petroleum refiner."

This is not the first oil company which has broken into the soap business. Most of them, when they found out something about the business, lost no time in breaking right out again. However, a few have stuck to their guns, but we do not believe that the majority are bragging about it. Except in the case of a few potash soap specialties, their success has been extremely limited. Apparently merchandising soap and merchandising gasoline and oil are two different things.

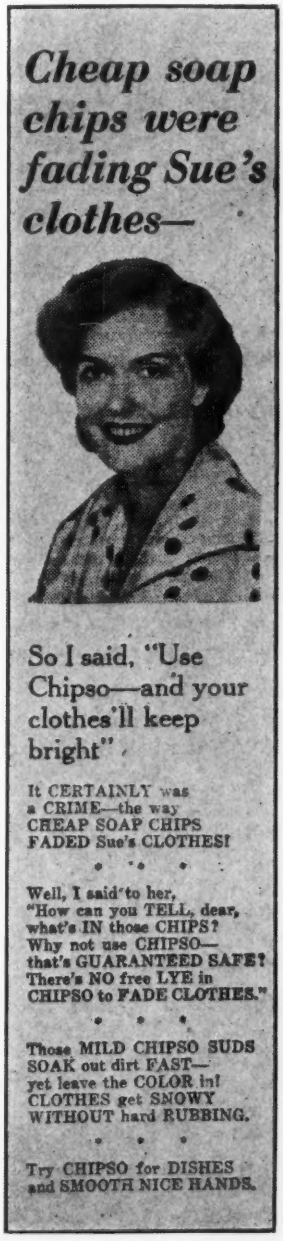
As for the soap in question being "competitively priced" at some seventeen cents or more per pound, we should like to take Mr. Oil Company by the hand and lead him through some of the chain stores to show him the displays of soaps selling at a rate of five to ten cents per pound. We should also like to remind the company that some of the so-called soaps, which have from time to time been peddled from door to door in various parts of the country, have not always left such a good reputation behind. In fact, we believe that it was a sample of a soap sold from house-to-house from which originated the expression, "a bar of water standing alone."

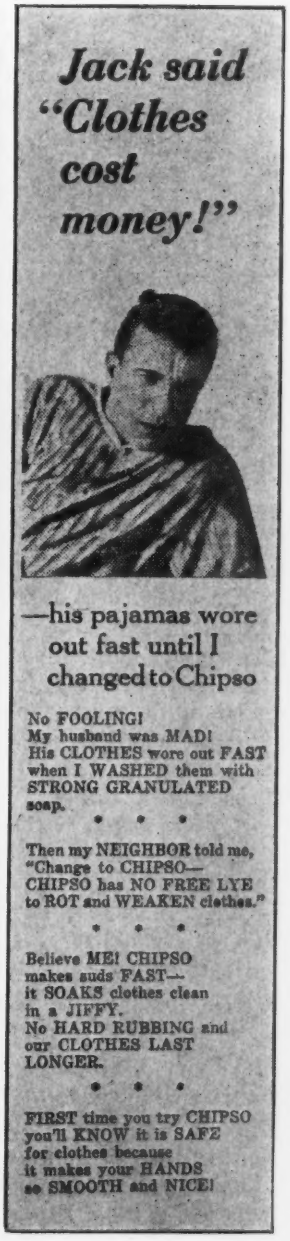
The new product may work out well as a "door opener," but we are inclined to believe that everything which has gone before in the door-to-door sale of soap, leaves it a rather rough road to travel.

Will the National Brands Fight Back?

Revolutionary Changes in Soap Marketing and Distribution Are Taking Place

FOR some months, we have been wondering how long it would be before the large soap manufacturers might decide to strike back at some of the low price competition with which they have been faced in all parts of the country. Various and sundry ways have been used to *meet* the low-priced competition from smaller soap makers in different localities, but evidence of attempts to *beat* it have been more or less conspicuous by their absence until recently. Out and about the country, a representative of *Soap* happened to pick up a copy of the "Indianapolis News" for May 19 in that city. On one page of the paper were three advertisements as reproduced herewith. They are aimed straight at the low-priced competition which very obviously has been the bane of the larger soap maker during the past year. To those who are acquainted with the happenings behind the scenes in soap marketing today, these three small advertisements tell an interesting story.





Whether it is admitted or not, the average American, man or woman, is prone to judge most everything on price. It is ingrained in Americans that you do not get something for nothing. You pay for what you get and you do not get any more than you pay for. The price is the surest means of determining the quality of any article. Cheap things cannot be good. Higher priced merchandise must be good. If you can afford to buy the higher-priced goods, buy them for they are best. If you do not have the money, then you must content yourself with the lower-priced goods and the inferior quality which goes with them. This probably summarizes the buying psychology of ninety per cent of the American people.

The point is well illustrated by the case of a

wholesale fruit salesman in New York who spent much of his time calling on the female owners of tea rooms and better class restaurants. He had been selling grapefruit to one particularly successful chain of tea rooms at a price of six dollars per case for almost two months without any change in price. The fruit was of the best quality and met the needs of the trade quite satisfactorily. Then, the grapefruit market dropped two dollars per case over night. The next day in calling on his tea room lady, he quoted four fifty per case. She was offended at the idea that this salesman would even think that she would buy such a grade of grapefruit. She must have the best, she insisted. He told her it was the same quality she had been receiving, but she stated that it could not be at that price. She refused "to take any chances" and again insisted that she have the "better" grade at six dollars per case. So the salesman shipped her his regular four fifty fruit at six dollars and she was satisfied.

This is not altogether an analogous case where all soaps are concerned. In some instances, the cheap bulk chips and the lower priced bars are equal to many of the nationally advertised brands. There are, however, considerable quantities of soap, cheap in both price and quality, which have come on the market in many sections to catch the cheap trade of which there is probably a greater proportion in the United States today than at any time during the past twenty years. Some soapers are putting out honest soaps with the full requisite of fatty acids, well made, and selling them at what seem to be unnecessarily low prices. Others, of course, are cheapening their products to the utmost to take advantage of the present situation. If the demand is for cheap goods, they apparently believe in giving the public what it wants.

IN FIGHTING back at the low-priced sellers, the larger manufacturers have for the past year or so followed the course of marketing their own "emergency brands" or "fighting brands". This to some extent has met certain types of low-price competition, but it most certainly has not been very profitable. There does not seem to be any of the larger soapers who are operating on raw material costs as low as those of the smaller manufacturers. Add to this, the higher proportion of overhead of the large organizations, and it is very apparent that the smaller soap maker is in the driver's seat at the present time. Where the larger soaper has a hundred competitive battles on his hands, no two with identical conditions and each requiring individual consideration, the small manufacturer with his localized distribution only to consider and benefits by his closer touch with the field which he serves. The local soaper with his cheap fats, bought from day to day under the most advantageous conditions in a falling market, forced the larger companies to bring out their "emergency brands" in self defense. This phase of the soap marketing situation has been discussed before at length and needs no repetition here.

The fact that manufacturers of nationally advertised soap products stepped into the low-price field with "emergency brands" to meet competition, did not in any way help the sale of their regular brands. The "emergency brands" may have been, and still may be a means of preventing a falling off in tonnage, but they most certainly have not aided in any way the maintenance of the position of advertised brands—brands which represent in the aggregate literally a billion dollar advertising and marketing investment over the past ten years alone. In fact, every bar and package of the "emergency brands" shipped out of the plants of the larger soapers helped to tear down the established market for their advertised brands just as much as the low-price products marketed by numerous local competitors.

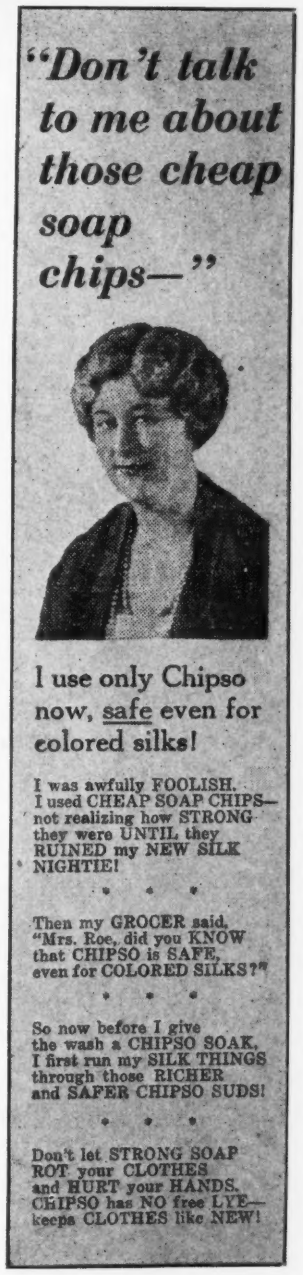
AT LEAST one larger manufacturer has apparently turned to meeting low-price competition, not with lower prices—although this company has had just as large a part in the frenzied scramble for the cheap soap tonnage as anybody else—but with the quality appeal. Appealing for a consideration of definitely established quality at a higher price as against the dangers of poor quality at a lower price! The appeal that it is cheaper to pay more for your soap and save your shirts and silks—raising the question in the mind of the housewife that perhaps these cheap soaps *are* dangerous—playing on that well-established American idea that after all cheap things are never any good anyway—this is a smart advertising attack on a difficult problem.

The American public has not been educated to advertising and advertised brands over a long period of years for nothing. It has been warned and warned and warned against something "just as good". It has learned to refuse, except under stress of unusual circumstances, to accept the unknown brand or the unbranded product when and where the well-known brand has been available. For these reasons, the attempts of a manufacturer of nationally advertised goods to win back on a quality basis business which has been lost to low-price competition, should meet with success in some sections of the country where five or ten cents difference in the price of a package of soap chips has not as yet become a vitally important matter. In other sections,

notably in the South and in many of the industrial centers of the Middle West, where dire poverty exists among workmen and their families, the quality appeal will probably fall on deaf ears. In those localities, they will probably continue to take a chance on ruining father's shirts and spend the nickel saved for food. As for pajamas, these have always been an item of only more or less academic interest in these localities and of no considerable importance as a sleeping garment. The silk nighties of the communities have long since vanished, whether as the result of using "strong" soaps, or for some other reason, possibly old age.

AS TO the accuracy of advertising copy which tends to cast the shadow of doubt over all cheap soap chips, there is something to be said. The demand for low prices has brought about a search for ways and means of getting the goods to the consumer at minimum cost. It has brought with it the abandonment in some instances of first-class packaging and the substitution of cheaper packages, or the return to the days of the "open cracker barrel" of bulk sales over the counter. Barreled soap chips, sold at retail by the pound, have made considerable headway in many communities. The consumer probably gets about twice as much for her money in actual soap as in the case of a packaged, branded item. In many instances the soap is just as good as the packaged product and will perform the washing operation as well. At the same time, there are some products, put out by manufacturers grasping the opportunity of the moment, which are of very poor quality. Where the advertising strikes at these latter products, there is no doubt of its accuracy. But against the chips of good grade, of which there are many, whose chief offense is that they sell at too low a price, the copy is quite obviously not applicable. But who, among the consumers, is capable of telling the good from the bad? It is really the honest manufacturer among the sellers of bulk and unbranded low-price chips and other soap products who are likely to suffer most in the competition. And, so long as there is a single product of poor quality on the market, who can blame the manufacturer of the well-known, nationally advertised item of preaching the doctrine of "beware, it may be dangerous—better use ours, it's safe"?

IT IS a strange thing that the large soapers with national brands did not begin to fight back at the small soapers a year ago instead of following the smaller manufacturers into the cheap soap field. Of course, it is easy to sit on the sidelines and comment, particularly when one does not have a large tonnage production which must be kept moving into consumption. Nevertheless it does seem strange that more forceful efforts were not applied earlier in an attempt to stem the tide against the branded product. With millions of dollars of value represented in hundreds of nationally advertised brand names, built up through years of advertising there most certainly is represented something to fight for from the first drop of the hat. If any one of the brands or trade marks had been infringed by another manufacturer, the owner would have been to its defense instantly, but in the hardest battle which national brands have faced in several decades, it appears very much as though the manufacturers abandoned their main fight on the front line to engage in a less important skirmish in the rear.



That we have been in the midst of revolutionary changes in marketing and distribution during the past year—with soaps playing as large a part perhaps as any of the necessities of life—is apparent to everybody except those who close their eyes and refuse to see. The movement away from national brands in favor of bulk chips, unwrapped laundry soaps, local brands, private brands, and the like has been broad. The demand for low prices has given the smaller manufacturer, the local soap plant, the opportunity of a lifetime. The raw material situation has enabled him to take advantage of it. In laundry

(*Turn to Page* 59)

An Extension of Trade Mark Protection

By WALDON FAWCETT

FOR American business to strive for years to reach a given objective, and then, on the very eve of realization of the ambition, discover that what is actually wanted represents something quite different, is somewhat unusual. Yet that is precisely the current state of affairs with respect to revision and consolidation of the Federal laws designed to protect trade marks. Soap circles and allied groups should be particularly interested because the new goals are bulwarks that will especially benefit soap brands.

To many, the original movement for rearrangement and amendment of the statutes governing trade mark registration must be an old story. Our present basic trade mark law dates from the year 1905, but as far back as 1920 there was launched, under the auspices of the American Bar Association, a movement to modernize the laws and to assemble in one measure, the provisions now scattered through many separate laws, and not easy to find. That project which required, first of all, the education of Congress to the need of trade mark reform, has come to the verge of attainment. In the last Congress, the needed authorization, known as the Vestal Bill, was passed by the House of Representatives and failed of attention in the Senate only because of a filibuster.

Upon this picture, of a carefully wrought plan on the point of fruition, has come that surprising development in the 72nd Congress whereby the entire subject is reopened and a modified program emerges, characterized by significant extra added fortifications for the business good will

that is expressed in trade marks. To realize what has happened, and why, it is necessary to bear in mind the dual elements that enter into trade mark property and complicate the protection of that property. On the one hand, there is the strictly legal aspect—the form, interpretation, and application of the laws designed to command respect for trade marks that have become the subject of exclusive appropriation. On the other hand, there are the materialistic, practical considerations of trade marks as business assets.

WHEN the movement for trade mark revision was launched, the legal side received the most consideration—naturally, seeing as how the reformers were attorneys specializing in trade mark law. Incidentally, to be sure, they had an eye to the everyday needs of shelter from the growing evils of trade mark infringement. But the main thought was for liberalization of the trade mark system in terms of the legal definitions. This has been the approach to the task of trade mark revision all through the decade. Only lately has practical business sentiment asserted itself with the result that a new conception has taken form—a project which sees the legal refinements shaped to the end of backing up the practical business man in what he is doing to fortify his most valuable intangible assets.

This abrupt change in direction of effort has come about because, gradually, it has been brought home to marketers of identified goods that, with the sharpening of competition, a revolution has occurred in the characteristics and functions of trade marks, and, consequently in the needs of bulwarks for their protection. The new school of thought has no very serious quarrel with the Vestal Bill and its predecessors, which, during a dozen years have been working up to a climax in Congress. Rather is it the sentiment that the Vestal Bill does not, in some respects, reflect the present functional necessities of trade mark protection. The theory is that the entire program of trade mark revision should be adjusted to the latter day revelation that *the value of the modern trade mark lies in its selling power.*

Having undertaken to do justice, in trade mark revision, to the selling and advertising equations in trade marks, Chairman Sirovich and his associates on the Patent Committee of the House of Representatives have taken a daring assumption as the basis of their reconstruction. Nothing less, if you please, than a challenge to the tradition that Congress cannot, under the Commerce Clause of the Constitution of the U. S., enact substantive trade mark legislation! For years on end, the doctrine has persisted that Congress has the power to legislate regarding trade mark procedure, but has not the authority to create new rights in trade marks, as distinguished from mere rights in trade mark registration.

This entire hampering principle is thrown overboard as the first move in the movement to accommodate trade mark protection to the needs of modern commerce. The new premise has it that Congress has authority to protect any mark, not a trade mark at common law, that is used in interstate and foreign commerce. At the same time, the position is taken that it has been and is today the intention of Congress to allow registration of only such marks as the general law of unfair competition recognizes as legitimate. In other words, here emerges the frank proposition that Federally created registration rights should be so created and regulated by Congress as to aid as much as possible and not to hinder the development of the law of unfair competition, of which latter law, the law of trade marks is but one phase.

Behold then as the inspiration and moving motive of this re-aimed project for trade mark revision, the tenet that the important role of any sensible and useful trade mark registration statute is the repression of unfair competition. This altered attitude toward this whole subject is finding expression in two contrasting features of the legislative enterprise. First, there is the radical principle that not all trade marks are in the same class when it comes to enjoyment of protection. Protection is to be granted proportionate to the energy and ingenuity of an owner in making his mark unique or distinctive. Second, there is the studied effort to expand the scope of trade mark shelter to include slogans, service marks and various mediums of identification that are now denied recognition under the trade mark laws.

THE move to set up a double standard of trade mark protection must provoke discussion in soap circles where there are so many representatives of the two types or classes of brands between which it is plotted to make distinction. Intention is to build the entire new set of Federal rules for trade mark registration on the conviction that a greater degree of protection should properly be given to *invented, coined, fanciful and arbitrary marks,* such as "Kodak," "Mazda," "Corona," and "Nujol," than to unoriginal, commonplace, frequently-used marks such as "Champion," "Ideal," "Blue Ribbon," "Star," "Royal," "Gold Medal" and "Eureka."

The reasoning of the reformers is that since equity today protects the owner of a trade mark not merely from actual market competition, but from many other and equally reprehensible forms of unfair competition, it is no more than justice to recognize that novelty, uniqueness or singularity in a trade mark is vitiated or impaired by its use on any other goods, no matter whether they be related or non-related goods.

To Frank I. Schechter, a trade mark expert who has acted as advisor for the Committee on Patents, the House is indebted for the progressive platform to the effect that the selling power of a trade mark depends for its hold upon the public not merely upon the merit of the goods upon which it is used but also upon the oddity, rarity, or unusualness of the mark itself. He has converted the Congressional Committee to the doctrine that the more distinctive or unique a trade mark, the deeper the impression it will make upon the public consciousness and the greater the need for protection from a sapping of prestige through promiscuous use or imitation on non-competing goods. Stretching a point in some instances, most of the Federal Courts have tried, in recent years, to give special protection to original inventions of trade mark ideas. Now it is planned to so alter the letter and spirit of the trade mark law so that coined, fanciful nicknames may enjoy a breath and depth of protection exceeding that granted to common, standard, semi-descriptive names which (as in the case of "Star" "Anchor," "Lily-White," "Nox-all," "Bull Dog," etc.) have been registered scores, or even hundreds, of times for different classes of goods.

ON the score of broadening the scope of protection, perhaps the longest step forward in the latest version of trade mark revision is found in the plan to place service marks and commerce marks—which are not literally merchandise marks—on a par with trade marks. Service marks such as laundry symbols, broadcasting marks, etc., are now protected in courts of equity from unfair competition. It has been planned all along to take care of them in an annex to the prospective trade mark law designed to cover trade names and devices. Now the scheme is to give service marks a standing equal to trade marks in the main body of the act and to confer equal rights of protection. As planned out during the winter of 1931-32, the trade mark program also extends the full measure of protection via registration to slogans and to "collective marks," "association marks," etc.

Soap tradesmen, as a class have made extensive use, as brands, of descriptive and geographical words or names that, in their primary meaning, are the common property of the public. Theirs is the gain, then, by a provision of the new bill of trade mark rights which allows registration when the primary meaning of a proper name has been extinguished or overshadowed by a cultivated "secondary meaning" that associates the designation with a particular product or house.

To cure an evil of which the soap trade has had its full share, Chairman Sirovich and his Committee propose to fit the trade mark laws with sharper teeth. Owners of popular and valuable trade marks realize to their sorrow that not a few unethical camp followers are willing to infringe best-selling trade marks, and even suffer the ignominy of having put upon them a decree restraining their operations, so long as their piracy does not cost them any money. As matters stand most if not all of the expense of stopping a brand raider must be borne by the victim. And if a trade mark owner takes the trouble to obtain in court an award of damages against an irresponsible infringer, he is apt to find that there are no funds that may be attached. To meet the last situation, it is proposed to insert a penal provision in the trade mark law, making infringement a misdemeanor punishable by imprisonment for a term up to one year. To meet the first-mentioned drain upon the resources of trade mark defenders, it is stipulated that when a Court finds an infringement deliberate and wilful, "a reasonable attorney's fee," and the expense of restraining, must be borne not by the innocent owner of the invaded mark, but by the defendant.

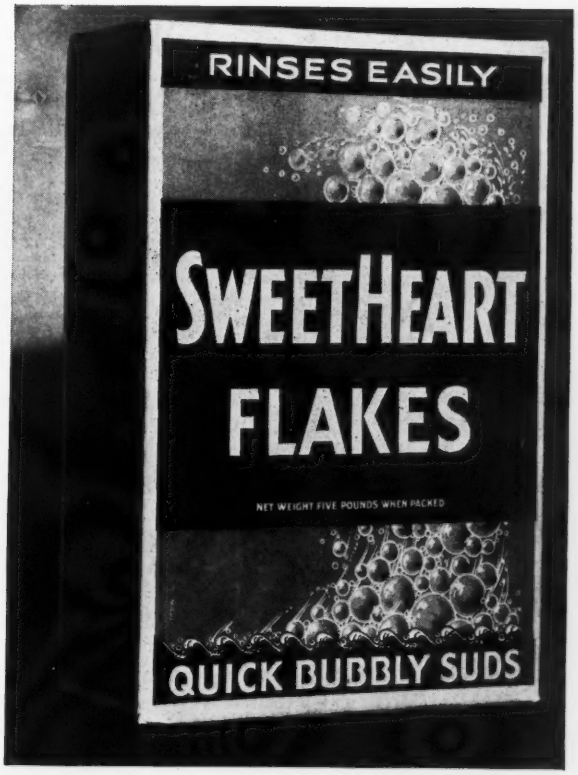
EVER since the first plan was hatched to simplify and modernize the American systems of trade mark certification, it has been planned to set up, alongside the Trade Mark Register at the U. S. Patent Office, a file of unregistered marks, so that business men desirous of avoiding duplication of trade marks may consult, in one place, a check-list as nearly complete as possible in respect to both national and state marks. The spring of 1932 has brought a supplementary project designed to further simplify the task and reduce the expense of canvassing enrolled trade marks to determine whether or not a coveted pattern of mark has already been reserved.

The search—service—plus plan contemplates the publication, from time to time, at the U. S. Patent Office, of a special handbook of all trade mark registrations in effect. Possibly separate classifications by trades might be published individually. Such a handbook would enable business men to, at least tentatively, select trade marks without the delay and expense of searches to eliminate trade marks obviously unavailable to them. It has been suggested that the expense of publishing this handbook might be met by raising the trade mark registration fee from $15 to $20.

Larger Packages Needed?

The Five - Pound Carton of Soap Flakes,—The Dozen Bar Package of Toilet or Laundry Soaps?

By FRANCIS CHILSON



Is the five-pound carton of soap flakes for household use the answer to present conditions which demand more for the money?

THESE days of bigger and better values in merchandising are causing manufacturers of products in many lines to strike out along new paths. Trade traditions and customs are being thrown overboard ruthlessly and some of our pet theories of a few years ago may well go with them. Consider the small package theory. It has become almost axiomatic in merchandising and packaging discussions that the large package is a thing of the past. A widely held opinion has it that due to the shrunken dimensions of the quarters occupied by the modern family, the diminutive kitchens and bathrooms, there is no storage or shelf space for anything but the smallest possible units of foods and other commodities which are in daily use. Undoubtedly this "packaging down" to convenient and readily usable size has added materially to consumer costs, all of which was of much less moment a few years ago than it is today.

The hunt for values has evidenced itself in every line and now there is at least one manufacturer who is packaging upward apparently so that he can give buyers of his product the benefit of the substantial economies involved in selling his commodity in larger units. His product happens to be soap flakes, a commodity which almost from the time of its introduction has been sold to housewives mostly in one pound packages or smaller. Recently, the Manhattan Soap Company decided to add soap flakes to its line and in working out the merchandising plan, decided that the time had come to try a larger package. Instead of putting out a one or two-pound package of Sweetheart Soap Flakes, it decided on a five-pound unit largely because it was enabled thus to offer the housewife soap flakes at about one-half of the per pound cost at which she was buying the smaller packages of other brands.

An unusually attractive package was designed for the company by the Robert Gair Company. This package was introduced a few months ago and has grown steadily in sales until now it has become one of the main items in the Manhattan line.

The careful study which preceded the introduction of Sweetheart Flakes demonstrated several

interesting points. Research among housewives showed that a good part of the average package of flakes was used at one time and that for a family wash, the single small package was not enough. In other words, the rate of consumption was usually sufficiently rapid to warrant housewives purchasing the large package. Another important result of the study was that the five-pound package as designed was neither too bulky nor too heavy to be conveniently handled in the kitchen or laundry. On the question of cost, it was clearly demonstrated that the savings in handling, packaging and sales costs all the way from manufacturing plant to retailers' shelves were so substantial as to give the larger package a very considerable price advantage over the smaller units.

THE experience of the Manhattan Soap Company with the Sweetheart Soap Flakes package prompts the question as to whether or not the principle of hand-to-mouth buying in the smallest possible units has not been accepted too readily as a general rule applying to all commodities. We think in terms of the modern apartment and the kitchenette when as a matter of fact the census figures show that barely more than 50 per cent of the population of the United States is urban and even in this 50 per cent, only a very small percentage actually lives under these extremely cramped conditions. A far larger percentage occupies older houses either within the purely urban limits or in the suburban sections which are nevertheless classified as part of the urban population.

Certainly in the older houses and in virtually all suburban homes, there is a complete kitchen, not a kitchenette. It may be and probably is smaller than the vast kitchens of 30 or 40 years ago, but the closet space is still ample for a considerable amount of storage of package goods. Likewise, in all single family houses, cellars are available and are used for pantry storage.

Granted this storage space far in excess of what we normally think of as provided by the kitchenette, there would seem to be no reason why certain commodities which the average family with children uses continually should not be bought in larger units or multiple packages than is now the custom. For example, every family uses canned milk, canned soups, the favorite soap, canned vegetables, washing powders and countless other commodities in sufficiently large quantities to warrant storing, if an attractive price inducement were offered. It is entirely reasonable to believe also that with proper advertising, these products could be sold in the larger package or in units of six or twelve.

The advantages to the manufacturer are obvious—less motions in merchandising, a far greater opportunity to establish his brand in the home, because of the better trial it will have through more extended use. He has two good advertising opportunities—the unexpected guest threat and a special price deal. The consumer saves money, the time and effort of more numerous trips to the store, the labor of lugging staples home, pound by pound, and he has the assurance that the larder is not empty or emptied every time an unexpected demand is put upon it. Several progressive beverage manufacturers have capitalized on this thought, one with a hostess box of twelve bottles of ginger ale, and others with satchel-like carriers for smaller units. Is it not reasonable to suppose that these successes could be extended to other staple products, including soaps and soap products? What of the plan of a dozen cakes of toilet soap to a box, or a dozen bars of laundry soap to a carton?

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Imports of castile soap into United States during March, 1932, totaled 76,466 lbs., worth $6,328, as against 134,664 lbs., valued at $14,254, during the same month of 1931. Imports of toilet soap in March, 1932, totaled 106,168 lbs., worth $25,357, as compared with 129,665 lbs., worth $28,511, in March, 1931.

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Per capita consumption of toilet soaps in Greece increased from 0.03 kilo in 1920 to 0.07 kilo in 1930. Imports were decimated but production within the decade rose from 50,000 to 450,000 kilos according to U. S. Acting Commercial Attache Ralph B. Curren, Athens.

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The United States Tariff Commission has ordered an investigation of domestic and foreign costs of production of crude and refined sperm oil and spermaceti wax. The date for public hearings is to be announced later.

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Exports of dental creams from United States during March, 1932, amounted to 151,055 lbs. worth $121,597, as against 172,708 lbs., worth $167,325, in March, 1931.

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Laundry soap exports from United States during March, 1932, amounted to 2,388,745 lbs., worth $120,099, as against 3,843,341 lbs., priced at $233,587, during the same month of 1931.

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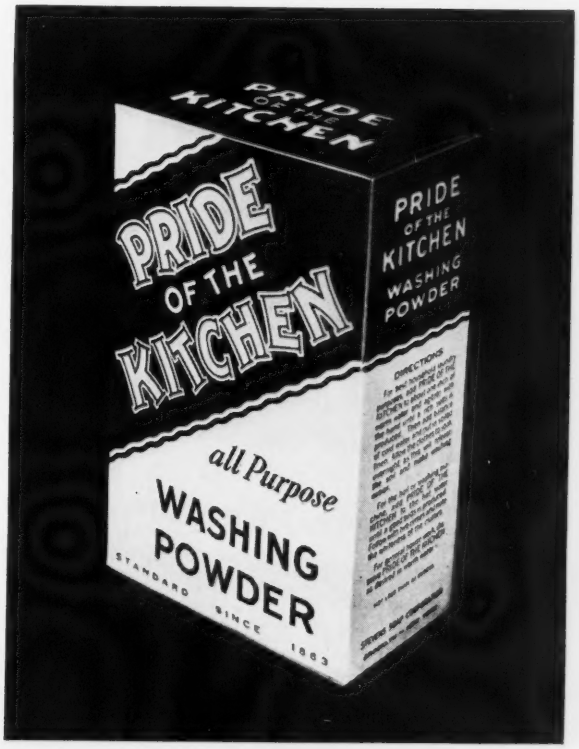
Exports of toilet or fancy soap from United States during March, 1932, totaled 479,308 lbs., worth $80,645, as compared with 394,802 lbs., valued at $89,036, during the same month of 1931.

NEW PRODUCTS—AND OLD

FOR sixty-nine years, "Pride of the Kitchen" washing powder has been marketed in the United States. This is longer than it takes most brands to grow to maximum sales, die away and be forgotten. But "Pride of the Kitchen" has maintained its brand identity and kept going. Although its sale has been comparatively small to the household trade, it has been a well-known product among restaurants, hotels, factories, and institutions. Through all the years, it has been sold in a plain one-color carton, the type which was popular a half-century ago. Now, it has blossomed forth in new bright green, yellow and black carton. Harold Stevens, president of the Stevens Soap Corp., Brooklyn, the manufacturer, in telling us about the new package, said: "We thought it was about time to give the old boy a hair-cut and shave and dress him up in some new clothes in keeping with the 1932 models. He is sixty-nine years old and still going strong. He will probably live to be a hundred



or more, judging from present indications."

That it takes an attractive package to "crash the gate" among most buyers for department and chain stores is probably the reason why many meritorious products, poorly packaged, cannot make their way to the shelves of these stores. Often times the reason is not known by the manufacturer, although chain store buyers in most cases are not a bit hesitant to express their frank opinions about the type and style of the packaging of goods which are placed before them. Here is the development of an unusual and beautiful shampoo package which according to the manufacturer, enabled him to put his product into scores of department stores which he had not been able to sell previously. Godefroy's Oyloff Shampoo uses a private mould bottle, continuous wrap-around label, a Durez cap, and eliminates the half-carton formerly used. New design by Simon de Vaulchier.

Oil and Fat Production and Consumption First Quarter 1932

THE Department of Commerce announces that according to census returns, the factory production of fats and oils (exclusive of refined oils and derivatives) during the three-month period ended March 31, 1932, was as follows: vegetable oils, 758,717,235 pounds; fish oils, 6,648,409 pounds; animal fats, 624,736,215 pounds; and greases, 87,147,619 pounds; a total of 1,477,249,478 pounds. Of the several kinds of fats and oils covered by this inquiry, the largest production, 519,709,194 pounds, appears for cotton seed. Next in order is lard with 488,678,547 pounds; tallow with 133,802,471 pounds; linseed oil with 99,783,339 pounds; coconut oil with 77,887,186 pounds; corn oil with 26,035,744 pounds; soybean oil with 14,628,810; and castor oil with 9,700,117 pounds.

The production of refined oils during the period was as follows: Cottonseed, 453,494,678 pounds; coconut, 57,361,054 pounds; peanut, 2,374,685 pounds; corn, 28,741,014 pounds; soybean, 2,689,070 pounds; and palm-kernel, 4,634,102 pounds. The quantity of crude oil used in the production of each of these refined oils is included in the figure of crude consumed.

The data for the factory production, factory consumption, imports, exports and factory and warehouse stocks of fats and oils and for the raw materials used in the production of vegetable oils for the three-month period appear in the following statement:

PRODUCTION, CONSUMPTION, AND STOCKS OF FATS AND OILS

(In some cases, where products were made by a continuous process, the intermediate products were not reported.)

	Factory Operations for the Quarter Ended March 31, 1932		Factory and Warehouse Stocks, March 31, 1932 (Pounds)
	Production (Pounds)	Consumption (Pounds)	
VEGETABLE OILS:			
Cottonseed, crude	519,709,194	495,795,084	129,328,419
Cottonseed, refined	453,494,678	220,753,366	682,486,502
Peanut, virgin and crude	3,414,987	3,061,362	1,995,121
Peanut, refined	2,374,685	1,235,022	2,349,409
Coconut, or copra, crude	77,887,186	138,488,544	191,389,322
Coconut, or copra, refined	57,361,054	64,326,797	16,527,405
Corn, crude	26,035,744	33,002,729	5,028,578
Corn, refined	28,741,014	10,736,948	12,030,229
Soybean, crude	14,628,810	6,202,731	18,481,239
Soybean, refined	2,689.070	2,766,687	5,144,232
Olive, edible	616,110	304,602	4,359,670
Olive, inedible	.....	1,865,631	1,303,756
Olive foots	.....	7,960.197	7,083,868
Palm-kernel, crude	4,484,211	6,143,839	7,618,289
Palm-kernel, refined	4,634,102	3,880,623	2,261,104
Rapeseed	.....	1,615,343	4,555,311
Linseed	99,783,339	59,166,666	166,424,176
Chinese wood or tung	.....	18,088,057	27,071,843
Chinese vegetable tallow	.....	330,984	76,402
Castor	9,700,117	4,000.578	11.401,093
Palm	.....	45,362,758	100.499,929
Sesame	1.385,488	4,010.967	6,260,463
Sunflower seed	.....	1,494,485	6,031,783
Perilla	.....	1,116,369	4,588,575
All other	1,072,049	441,519	1,689,749
FISH OILS:			
Cod and cod-liver	373,556	2,559,300	9.484,933
Menhaden	.....	4,609,309	4.779,434
Whale	.....	11.994,544	110.945,694
Herring, including sardine	6,223,515	14,987,173	69.454,251
Sperm	.....	220,968	2.796,817
All other (including marine animal)	51,338	438,298	5,271,696

PRODUCTION, CONSUMPTION, AND STOCKS OF FATS AND OILS (Continued)

	Factory Operations for the Quarter Ended March 31, 1932		Factory and Warehouse Stocks, March 31, 1932 (Pounds)
	Production (Pounds)	Consumption (Pounds)	
ANIMAL FATS:			
Lard, neutral	5,241,162	3,776,613	2,630,645
Lard, other edible	483,437,385	1,039,284	89,704,479
Tallow, edible	14,574,339	10,527,930	5,838,679
Tallow, inedible	119,228,132	145,571,707	177,128,721
Neat's-foot oil	2,255,197	1,075,596	1,205,876
GREASES:			
White	20,804,125	11,834,428	13,355,894
Yellow	18,882,674	7,083,031	15,387,503
Brown	11,741,516	13,564,065	13,641,423
Bone	4,731,871	10,595	1,952,269
Tankage	11,861,128	557,764	7,078,370
Garbage	14,783,110	15,877,828	17,721,474
Wool	1,009,379	835,686	5,156,612
Recovered	779,420	633,144	5,202,381
All other	2,554,396	3,450,227	3,461,073
OTHER PRODUCTS:			
Lard compounds and other lard substitutes	220,416,721	99,087	26,464,678
Hydrogenated oils	121,041,523	108,334,610	18,101,297
Stearin, vegetable	2,625,573	2,767,165	2,158,496
Stearin, animal, edible	9,907,346	6,536,122	3,859,969
Stearin, animal, inedible	3,329,129	3,429,279	4,973,349
Oleo oil	21,060,447	5,967,690	4,578,339
Lard oil	4,701,194	2,026,989	4,856,001
Tallow oil	1,577,973	1,303,644	2,078,688
Fatty acids	28,405,761	27,507,572	9,639,771
Fatty acids, distilled	6,716,126	7,475,621	2,834,174
Red oil	7,413,803	4,969,404	10,606,278
Stearic acid	4,791,605	1,953,747	4,238,462
Glycerin, crude 80% basis	35,575,913	33,440,236	18,817,325
Glycerin, dynamite	8,700,294	3,054,931	13,858,965
Glycerin, chemically pure	16,879,092	2,239,585	11,930,696
Cottonseed foots, 50% basis	70,112,286	59,210,301	75,216,263
Cottonseed foots, distilled	17,187,047	19,130,352	5,468,256
Other vegetable oil foots	11,453,675	10,353,071	4,781,167
Other vegetable oil foots, distilled	1,188,578	873,070	1,721,853
Acidulated soap stock	17,027,333	11,246,214	24,389,648
Miscellaneous soap stock	407,990	353,532	511,193

IMPORTS OF FOREIGN FATS AND OILS, QUARTER ENDED MARCH 31, 1932

	Pounds		Pounds
Animal oils and fats, edible	72,780	Tung oil	13,025,570
Whale oil	240,008	Coconut oil	71,940,571
Cod oil	5,328,000	Olive foots	10,505,780
Cod-liver oil	2,222,715	Other olive oil, inedible	4,025,570
Other fish oils	2,384,212	Palm-kernel oil	235,789
Tallow	256,018	Sesame oil	344
Wool grease	855,929	Cornauba wax	1,900,093
Oleic acid or red oil	93,781	Other vegetable wax	626,332
Stearic acid	1,152,994	Rapeseed (colza) oil	2,525,070
Grease and oils, n.e.s. (value)	$9,586	Linseed oil	2,115
Olive oil, edible	21,131,365	Soybean oil	400,576
Peanut oil	601,350	Perilla oil	2,449,164
Palm oil	61,286,490	Other expressed oils	2,871,528
Sunflower seed oil	13,631,198	Glycerin crude	1,710,157
Other edible vegetable oils	736,398	Glycerin, refined	405,817

EXPORTS OF DOMESTIC FATS AND OILS, QUARTER ENDED MARCH 31, 1932

	Pounds		Pounds
Oleo oil	11,385,778	Other animal greases and fats	12,699,536
Oleo stock	1,849,224	Cottonseed oil, crude	27,737,987
Tallow	181,564	Cottonseed oil, refined	1,767,115
Lard	169,728,765	Coconut oil, crude	3,593,494
Lard, neutral	1,673,822	Coconut oil, refined	362,062
Lard compounds, containing animal fats	221,624	Corn oil	246,206
Oleo stearin	1,560,113	Soybean oil	499,206
Neat's-foot oil	149,608	Vegetable oil lard compounds	783,943
Other animal oils, inedible	434,337	Other edible vegetable oils and fats	442,989
Fish oils	90,108	Linseed oil	298,825
Grease stearin	560,908	Other expressed oils and fats inedible	213,282
Oleic acid, or red oil	61,451	Vegetable soap stock	5,238,190
Stearic acid	96,271	Glycerin	59,796

SECURITY PRICES

PRICES of stocks of soap, chemical, insecticide, and allied companies as quoted on the New York Stock Exchange, Curb Exchange, other exchanges and over-the-counter are given in the following table. This table of prices is compiled monthly for *Soap* by a representative of one of the oldest and best-known brokerage houses in New York.

	High 1932	Low 1932	May 2 1932	June 1 1932
Allied Chem.	87½	47⅜	53	48⅞
Am. Agric. of Del	7½	3¾	4½	3¾
Amer. Cyan. "B".	5⅜	2	2¾	2
Armour of Ill. "A"	2	¾	1	¾
Bon Ami "A"....	51¼	31	43	31
Brillo	6⅝	4½	5¾	4½
Colgate, P. P....	31½	12¾	22	13¾
Conso'dated Oil Co.	7⅛	4	4⅜	4
Corn Prod.	47⅜	26⅞	32½	27⅜
Coty	4¾	1½	2⅜	1¾
Dow Chem.	36	24½	26⅝	24½
Drug, Inc.	57	23	36⅜	25⅛
Du Pont	59¾	25¼	28⅛	25⅞
Glidden	7	3½	4⅛	3½
Gold Dust	19⅝	8¼	12	9
Gulf Oil	35⅞	24½	29	24½
Int. Agric.	1½	¼	½	⅜
Lehn & Fink....	24¼	6	15	8½
Mathieson	20⅞	9	11½	9⅛
McKess. & Rob..	5½	1⅛	2⅝	1⅛
Monsanto	30¾	13⅜	21¾	15
Proc. & Gam....	42¾	25½	30⅜	26⅞
Shell Union	4⅛	2½	2⅝	2¾
Sher. Will	35	21	24	22⅛
S. O. of Cal.....	27¼	15½	18	15½
S. O. of Ind.....	17¼	13⅛	16	16½
S. O. of N. J....	31½	19⅞	22½	22¾
S. O. of Ohio....	28½	15½	24	23
Swift & Co.....	18⅞	7	13½	7½
Union Carb.	36⅜	15½	17¾	16
Westvaco	12⅝	3	5½	3
Wilson & Co.....	1¾	¾	1	¾

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A report that the Bulgarian government is planning assistance to producers of Otto of Rose has been received by Ungerer & Co., New York, from their foreign principals, Botu D. Pappazoglou, S. A. Kazanlik, Bulgaria. Compensation is offered to producers who are asked to destroy all plants affected by the Agrilus Worm. A reduction in crop is certain this year which is expected to neutralize the effect of the large carry over.

British Soap Firm Reports Profits

The British soap firm of William Gossage & Sons reports a net profit of $1,498,635 for the past year. This compares with $1,338,750 for the previous thirteen months. The dividend on the ordinary shares, which are all held by Lever Bros., is to be increased from 20 per cent to 27½ per cent. Lever Bros. are reorganizing their interests in the domestic and export trades, which may mean that Gossage's products will be manufactured elsewhere. In order to safeguard the position Levers have guaranteed the preference dividend.

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At a recent general meeting of soap manufacturers of the Lodz district of Poland, it was decided to organize an association of soap producers in order to regulate prices. All the soap factories in the Lodz district joined this convention, which fixed the minimum price of soap at 95 groszys ($0.107 United States currency) per kilo. The members have posted security notes to guarantee the observance of the agreement. The united soap producers have also established an association with headquarters in Warsaw, which will purchase raw materials at lowest possible prices, and regulate terms of payment.

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Members of a great variety of industries who are interested in raising the standards of employee and plant cleanliness for the sake of efficiency, health, and better attendance records, have been invited to participate in a plan of awards just announced by Cleanliness Institute, New York. Cash awards of twenty-five dollars each are being offered for details of the best plans of cleanliness education and training now in operation.

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Few scouring powders are sold in the German market, according to a U. S. Dept. of Commerce analysis of the market, but cleansers of some kind are used in practically every household. Users interviewed on the subject cited the too strongly abrasive character of two local products as a deterrent to their wider use. Thus a less abrasive product at the proper price level would seem to have good prospects as a scouring powder in Germany.

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The presentation of the American Institute of Chemists medal to Dr. Charles H. Herty was made at the Chemists' Club, New York, May 7th. The medal is awarded annually "for noteworthy and outstanding service to the science of chemistry and the profession of chemist in America."

P & G to Build New English Plant

A new and larger soap plant is to be built by Thomas Hedley & Co., British subsidiary of the Procter & Gamble Co., at Manchester, England, according to a recent announcement by R. R. Deupree, president of P & G. The plans, which have been approved by the Board of Directors, call for a plant as large or larger than the present Hedley plant at Newcastle, the capacity of which was doubled some time ago. It is stated that the entrance of P & G into the English market has been considered successful, and the new plant in the Manchester district, near the center of population and with deep water facilities, has been planned to take care of expanding business.

Procter & Gamble acquired controlling interest in the Hedley company, one of the largest independent soap manufacturers in England, in 1930. The Hedley firm was established in 1898 with a capital of $350,000. In 1905, it became a private company with control held chiefly by the Royal Mail and Elder Dempster shipping group. In 1921, the capital was increased to $2,500,000, control remaining in the same hands until 1930, and reported as passing to P & G as a result of the depression and liquidation. The expanding activities of P & G in England are causing some worry in English soap circles, and are apparently believed to be as a result of the broadened activities of Lever interests in the United States during the past five years.

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Anchor Cap & Closure Corp., L. I. City, has mailed a folder calling attention to the importance of new products as a way out of the present business situation.

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Th. Goldschmidt Corp., New York, importer of caustic potash, is now located at 70 Pine street.

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Imports of soap into Cuba during the first quarter of 1932 totaled 409,472 lbs. as against 367,642 in the corresponding period of 1931. United States' share in this trade was 129,955 lbs. in 1932 as against 81,407 lbs. in 1931. The leading supplier was France, with 236,038 lbs. in the first quarter of 1932 as compared with 196,896 lbs. in the first quarter of 1931.

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Hewitt Bros. Acquire New Plant

Climaxing a program of expansion which has involved a one hundred per cent increase in the capacity of its works over the past year and a half, Hewitt Brothers Soap Company, Dayton, Ohio, has acquired a new four-story plant and considerable ground adjoining its present factory at 415 Linden avenue, Dayton. The new property, formerly owned by the Joyce Cridland Co., consists of a four-story structure and a number of one-story additions with a total floor space of about 60,000 square feet. Four acres of land are also included in the purchase, and present plans call for the construction of a new building on the land connecting the present two buildings at a later date. The Joyce Cridland plant will be occupied within the next few months, as soon as the former tenants are able to locate other quarters.

The past few years have seen a rapid development in the business of Hewitt Bros. Soap Co. The 1931 output was double that of the previous year, and up to this point in 1932 a further increase is reported. Over three hundred men are now employed, as against only one hundred a year and a half ago. Expanding business has been handled up to this point by use of several warehouses, but the addition of new facilities will now allow the company to concentrate all its activities within a convenient area. It is planned to form a separate company to handle the real estate acquired, and another subsidiary to take over operation of the company's tank cars and long distance hauling operations.

Hewitt Bros. Soap Co. was founded in 1884 by George A. and Archie Hewitt, a son of the latter, James M. Hewitt, being the present head of the organization. Associated with Mr. Hewitt are M. F. Schultes, vice-president, Samuel L. Finn, secretary, R. F. Dinwiddie, assistant treasurer, Elmer J. Crabbs, sales manager, and I. G. Renner, factory manager.

The Hewitt Brothers plant at Dayton, Ohio, is being expanded to take in the adjoining Joyce Cridland Building

CHICAGO TRADE NOTES

THE first golf tournament of the year under the auspices of the joint auxiliary of the Chicago Perfumery Soap and Extract Association and the Chicago Drug and Chemical Association, was held on Tuesday, May 17th, under clear skies at Bunker Hill Country Club and broke all records for attendance at tournaments held by either association in the past. Forty-four members and guests assembled. Handicaps had been carefully computed, with A, B, and C classifications as used last year. The prize winners, with their records, were as follows:

Class A, first prize: Elmer Smith, of American Aniline Products, Inc., with 82-11-71; second prize: T. Slyder, of American Thermos Co., with 83-8-75; third prize: A. C. Drury, of A. C. Drury & Co., Inc., with 90-11-79. Class B, first prize: A. J. Anderson, of Richard M. Krause, Inc., with 102-26-76; second prize: Walter H. Jelly, of Walter H. Jelly & Co., with 95-18-77; third prize: Harold E. Lancaster, of Marshall Field & Co., with 102-24-78. Class C, first prize: O. H. Raschke, of Victor Chemical Works, with 109-30-79; second prize: Frank T. Robinson, of Monsanto Chemical Works, with 123-39-84; third prize: M. V. Pennal, of Monsanto Chemical Works, with 124-39-85. Guest prizes were awarded to R. L. Carney, M. Seippel, and J. Lehman, the latter achieving the astonishing score of 68 gross. His next appearance will doubtless be marked by a gallery. The chairmen for the two associations, to whom credit is due for the remarkable showing at the opening tournament, and the consequent probable success of all that are to follow, are H. B. Elwell for the Perfumers and A. C. Drury for the Drug and Chemical Association. Excellent promotional work has also been done by Frank T. Robinson, secretary for the auxiliary. Other energetic members of the committee are G. M. Van Kirk, A. G. Schneider and H. E. Lancaster. The second tournament of the season has been scheduled for Thursday, June 23, at the attractive Kildeer Country Club course.

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Chicago Perfumery, Soap and Extract Association has suspended its regular monthly meetings for the summer months and the members will not gather officially again until September. The Annual Picnic, usually held in June, is still under discussion by the executive committee. The date, unless it is decided to omit the affair from this year's rather crowded schedule, will be announced, probably, as somewhere in July. The Chicago Drug and Chemical Association will also refrain from scheduling meetings during the hot weather.

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Pepsodent Co. manufactured the first batch of tooth paste in their new Chicago plant May 26. The new factory is located at 6901 W. 65th Street in the Clearing Industrial District next to the building occupied by Allen B. Wrisley Co. The new Pepsodent factory is of two story stone construction in the front and one story brick in the back. The property is being attractively landscaped.

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Clark-Hoover Co. was recently incorporated at South Bend, Indiana, to manufacture and sell toilet and chemical preparations. The principals are R. R. Clark, Carl A. Hoover, and F. W. Kaiser.

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D. A. Day has become associated with Ungerer & Co. at their Chicago office as an assistant to Harry J. Ahles, Chicago manager. Mr. Day will specialize in oils and perfuming materials for the soap, insecticide and associated trades.

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Federal Industrial Products Co. were recently incorporated at 216 N. Canal Street, Chicago, to sell and manufacture soap, soap powder and allied articles. The incorporators were, G. D. Patterson, James H. Cartwright and T. A. Reynolds.

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Beauty Mentor Co., Inc., was recently established at 310 S. Michigan Avenue, Chicago, for the manufacture and sale of cosmetics including skin creams and cleansers of all kinds. The business was incorporated by Kitty Davis, Daniel W. Davis and Joseph A. Rosenthal.

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William H. Schutte, of William H. Schutte Co., has announced the extension of his selling connections to include the account of R. W. Greeff & Co., of New York. He will handle their line of industrial and pharmaceutical chemicals, solvents and specialties.

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Franco American Hygienic Co., recently moved offices and factory to more commodious quarters at 1730 South Michigan Avenue, where two entire floors have been taken.

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Hills-McCanna Co., 2349 Nelson Street, Chicago, has announced the development of a new type ball bearing centrifugal pump, particularly adapted for handling chemicals. These pumps are designed and built to provide a means for greater capacity for each horse power used and to reduce maintenance cost to a minimum, according to the company's announcement.

Editor's Correspondence

Editor, *Soap:*

We have heard a great deal during the past year or two of new and revolutionary processes for the manufacture of soap. The process for soap manufacture was greatly simplified when caustic soda became commercially available. Before this, there were many crude methods employed in the production of soap. With the general accessibility to the alkalies by the soap maker, there appeared numerous changes in technique. The writer has employed the present manufacturing method for over thirty years. At present, lots of 75,000 pounds or more may be saponified in one to two hours depending on the character of the oils and fat-stocks employed. In the general average, only three hours are required for the first change and at that time the total unsaponified saponifiable does not exceed (.07), seven one hundredths of one per cent. Following the drawing off of the spent-lyes and the making of the second change which will consume about one and one-half hours, the mass is ready for the third change which should take place the next morning.

Thereupon the spent lyes are again removed and the mass is brought to a finish, and so far the total time elapsed from the very start of operation is two days. The completed soap is throughly settled, which occupies two days and then is ready for the dryer. The third change which we have just mentioned takes place in about one hour.

It is quite possible to produce almost 100,000 pounds of toilet base dry chips in the proper size kettle during a four-day period. With larger kettles, the output can be materially increased without the need of any great deal longer processing, possibly only a few hours more actual working time and the volume of soap may be greatly increased in the larger kettles when necessary.

The process mentioned above appears to me to be the most satisfactory because a perfectly uniform product in large batches can be regularly and conveniently manufactured. Of course, it is possible to use small charges of fat-stocks for the so-called instantaneous saponification through mixes or crutchers, etc. Small batches made through this method must be closely watched and possibly amalgamated into a larger batch to be certain that uniform soap product results. Likewise, when this instantaneous method is pursued, all the glycerine and impurities originally contained in the fat or oil, are allowed to remain in the finished soap. When soap is produced in this

(*Turn to Page* 49)

Doughtie to Head Cottonseed Crushers

Richard T. Doughtie, head of New South Oil Co., Helena, Ark., was elected president of the National Cottonseed Products Association at the 36th annual convention held in New Orleans, May 16 and 17. Ross Richardson, Anderson-Clayton Mills, Houston, was named vice-president. Other officers remain as before: Earl S. Haines, Memphis, Tenn., executive secretary; A. L. Ward, Dallas, Tex., director of educational service; George H. Bennett, Dallas, treasurer, and Christie Benet, Columbus, S. C., general counsel.

Headquarters were maintained in the Jung Hotel, where the convention was called to order, May 16, by E. T. George, chairman of the committee on arrangements. The keynote of the meeting was co-operation in the development and maintenance of new and established outlets for cottonseed and its products. According to a report by Earl S. Haines, mills last year operated at an average loss of 69c. per ton. South Carolina and Alabama mills made a fair profit, but at the other end of the scale was Arkansas, where mills averaged a loss of $1.94 a ton. Current large stocks of oil indicate a possible carryover of 600,000 to 700,000 barrels at the close of the season.

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A sub-committee of the research committee of the American Association of Textile Chemists and Colorists has recently been appointed to consider the analysis and standardization of sulfonated oils. In the investigation it is proposed to study only those sulfonated oils that split off their sulfonated radical upon boiling with mineral acid.

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A natural soap formation is reported on Andros Island, one of the smaller Bahamas, by an expedition of the American Museum of Natural History which recently made a study of the place. The soap is formed in a fresh-water lake which is fed by a stream called Milk River, containing in suspension sufficient calcium carbonate to give the waters a milky appearance. The soap is believed formed by the calcium carbonate reacting on small quantities of fats and fatty acids liberated from decaying fish and animal matter by the action of minute organisms. The shores of the lake are constantly covered with a meringue-like foam of lime soap.

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The May number of *The Superintendent*, house organ of Karl Kiefer Machine Co., Cincinnati, describes an installation of automatic machinery at the Philadelphia plant of Sharpe & Dohme, pharmaceuticals, for bottling and packaging of ST-37 Hexylresorcinol Antiseptic Solution.

Say you saw it in SOAP!

PERSONAL AND IMPERSONAL

Joseph I. Abbott, director of purchases of oils, fats, and heavy chemicals for Lever Brothers Co., Cambridge, Mass., died June 10 at his home in Belmont, a suburb of Cambridge. He had been in ill health for some time past. He was associated with Lever for fifteen years and played a prominent part in the advance of the American company. He is survived by his wife and three children.

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E. R. Squibb & Sons, New York announce the appointment of W. D. Canaday as a member of their executive staff. He was formerly vice-president and advertising manager of Lehn & Fink, Inc.

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Lavo Co. of America, Milwaukee, manufacturers of a general line of soaps, has moved from 48 Seventh street to 300 North Seventh street.

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Haskins Brothers Soap Co., Sioux City, Iowa, is now conducting its fourth annual musical program every Tuesday and Thursday evenings in the form of Victor record concerts at Middlefield Gardens at the J. P. Newton country home on Perry Way to which the public is welcome. The programs arranged by a local music firm are broadcast into the gardens from a public address system concealed about the trellises and run from five to eight o'clock in the evening.

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Edward F. Swift, chairman of the board of Swift & Co., Chicago, died May 28, as the result of a fall from the window of his apartment at 1550 North State Parkway, Chicago.

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J. T. Robertson Soap Co., Syracuse, N. Y., announces the appointment of George L. Brown as executive vice-president. Mr. Brown was formerly with Stephen F. Whitman & Co., Philadelphia, as sales manager.

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E. L. King, for a number of years vice-president and active head of J. R. Watkins Co., Winona, Minn., has been elected president of the company, succeeding the late Paul Watkins. Mr. King first joined J. R. Watkins Co. in 1902, and has had a considerable share in developing the company to its present position in the field.

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John N. Dallon, connected with Brown-Edwards Co., animal and vegetable oil brokers, New York, for the past six years, terminated his association with that concern effective May 12. Mr. Dallon has taken temporary offices in Room 826 at 40 Rector street and will act as a broker in oils and fats. Before joining Brown-Edwards, Mr. Dallon had twelve years of experience with Balfour Williamson & Co., New York, and is thoroughly familiar with the field. His new telephone number is Bogardus 4-3283.

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R. F. Rogan, advertising manager of Procter & Gamble Co., and Robert V. Beuces, advertising manager of Jergens-Woodbury Sales Corp., served as members of the committee which directed the convention of the Association of National Advertisers, held in Cincinnati, May 19 to 21. The two named companies were among the official hosts of the convention.

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Xavier Givaudan, director of L. Givaudan & Cie., Geneva, accompanied by his son, Andre Givaudan, arrived in New York on May 31 for a stay of about one month. They will make their headquarters at the offices of Givaudan-Delawanna, Inc., New York. This is the first visit of Andre Givaudan, who is associated with his father's firm in an executive capacity, to the United States.

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J. R. Schmertz, advertising manager of Mathieson Alkali Works, has been elected president of the Technical Publicity Association, of which he was vice-president last year. Among the new vice-presidents is H. W. Wilkinson of Permutit Co.

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J. H. Vermilyea, vice-president and treasurer of Welch, Holme & Clark Co., Inc., New York, has just returned from a business trip to Spain, where he spent two months visiting the principal producers of olive oil.

Wurster & Sanger, Inc., Chicago, designers and builders of machinery for soaps, oils, fats, etc., are building a Lowry circulating rendering plant for the Los Angeles Fertilizer Co., Los Angeles, California. Otto Peterson is manager of the concern, which is owned by the same interest as is the Peterson Tallow Co., San Francisco. The company makes tallow, meat scrap, poultry feed, etc. This plant is being built under license agreement with Darling & Co., Chicago, who control the patents.

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Joseph M. Wilkin, United Vacuum Appliance Corp., was elected president of the Laundry and Cleaners Allied Trades Association at the twelfth annual convention of the organization held in Philadelphia, May 3 and 4. Other officers chosen include Edward S. Bassett, Cowles Detergent Co., treasurer, and Mr. Bassett and Thomas M. Galvin, Armour & Co., members of the board of directors.

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Leon Nunes, Leghorn Trading Co., New York, was winner of the Epee National Fencing Championship in a recent competition, appearing under the colors of the New York Athletic Club. Mr. Nunes was also a finalist in the saber championship.

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Rogers Brown, president of Brown-Edwards Co., New York, vegetable oil brokers, died May 28, at the age of fifty. His experience in the vegetable oil industry had extended over a period of many years, he at one time having been head of Rogers Brown & Co., Seattle, who failed in 1922. Previous to that time he had been with Swift & Co., Chicago.

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Willard E. Robinson, Winchester, Mass., who was formerly in the soap business at Malden, Mass., died May 17, in Cambridge, at the age of sixty-five.

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Lighthouse Manufacturers, hand soaps and cleansers, have opened a factory at 907 Sixth avenue, Des Moines, Iowa. The new plant is under the direction of Charles Kegley.

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Joseph Wafer, assistant sales manager of Industrial Chemical Sales Co., New York, the well known "Nuchar Crooner," acted as soloist at the annual banquet of the American Water Works Association held May 4th during the Memphis convention of that organization.

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Chromium Engineering Corp., New York, textile soaps and disinfectants, has moved to 254 West 31st street.

Davidson Commission Co., Chicago, vegetable oils, tallow and greases has moved to new offices at 327 South La Salle street.

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The entertainment program for the Oil Trades Association of New York calls for the annual outing at Briarcliff Lodge, June 15, a golf tournament at Pelham Country Club, September 20, and the annual banquet at the Waldorf-Astoria, October 18.

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Olo Soap Co., Beaver Dam, Wis., has been incorporated by A. C. Klatt, R. J. Klatt and Otto Klatt, with a capitalization of $50,000.

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Welch, Holme & Clark Co., New York, is entering into its 44th year of operation as New York distributors of silicates made by Philadelphia Quartz Co., according to a notice from the latter concern. When the relation was first made only a few grades of silicates were produced, but today stocks of silicates are carried for a score of different applications.

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Miller Co., Youngstown, Ohio, is now distributing soap under its own brand in the Ohio territory.

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William Colgate, son of the late George Colgate, and a second cousin of Gilbert, Sidney and Russell Colgate, who died March 7, in his ninety-second year, left an estate of more than $2,500,000. Of this approximately $1,000,000 went to various institutions, and $1,500,000 was disposed of in personal bequests.

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Monroe W. Rothschild, formerly vice-president ofof Vadsco Sales Corp., was elected president, May 24, succeeding the late Thomas J. McHugh. P. E. Fulcher was elected treasurer, and R. B. Lee, secretary.

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Anchor Cap & Closure Corp., L. I. City, has issued an attractive booklet describing the "Anchor Amerseal" cap. Among the special advantages of the cap which are given emphasis are its ease of removal, ease of replacement and dependability. Space is also given to illustration and explanation of a two-piece cap.

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David O. Haynes, publisher of a number of chemical and drug trade papers which included *The Pharmaceutical Era* and *Drug & Chemical Markets*, died May 19 of heart disease at his home in Garden City, L. I.

CONTRACTS AWARDED

R. M. Hollingshead Co., Camden, N. J., was awarded the contract for 3,600 lbs. automobile soap for Philadelphia U. S. Marine Corps in a recent bidding, the quotation being 5.9c and 4.8c. Other bidders were as follows: Crystal Soap & Chemical Co., Phila., 7.4c and 4.7c; Clifton Chemical Co., N. Y. City, 7.7c and 5.75c; Larkin Co., Buffalo, 7.7c and 7.68c; U. S. Sanitary Specialties Corp., Chicago, 6.5c and 6c; Armour & Co., Chicago, 6.25c and 4.75c; Harley Soap Co., Phila., 39c 5 lb., and $1.37 25 lb.; Davies-Young Soap Co., Washington, 8.25c and 7.25c; James Good, Inc., Phila., 7.8c and 5.88c, Dirt-Ex Corp., N. Y. City, 12.5c.

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Enoch Morgan's Sons Co., New York, was low bidder on 12,000 cans cleanser in a recent Washington U. S. Marine Corps bidding, with a quotation of 2.485c. On 4,200 lbs. sweeping compound Fitch Dustdown Co., Baltimore, was low bidder with a figure of 1.5c. U. S. Sanitary Specialties Corp., Chicago, was low bidder on 200 lbs. disinfectant compound, with 17.5c and 22.5c. Armour & Co., Chicago, was low bidder on 35,000 lbs. soap powder with a quotation of 2.12c. American Soap and Washoline Co., Cohoes, N. Y., bid low on 7,000 lbs. chip soap, with 4.19c. On 35,000 lbs. laundry soap Procter & Gamble Distributing Co., Baltimore, was low bidder with 2.77c. Detroit Soda Products Co., Washington, bid 4.23c on 3,750 lbs. toilet soap and was lowest bidder. Cudahy Packing Co., Chicago, bid 2.12c on 9,000 lbs. laundry soda, for low. The low bid on 3,000 lbs. laundry starch, 7.82c lb., was made by Keever Starch Co., Columbus, Ohio.

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Armour & Co., Chicago, was low bidder on 35,000 lbs. soap for use on leather equipment in a recent Jeffersonville quartermaster's bidding, with a quotation of 3.856c. Colgate-Palmolive-Peet Co., Chicago, was low bidder on 5,000 lbs. castile soap, securing the contract at 5.75c lb. On 600 pint cans of liquid metal polish, Jas. Good, Inc., Philadelphia, and R. M. Hollingshead Co., Camden, N. J., tied for low bid, each presenting a quotation of 9c. Peaslee-Gaulbert Corp., Louisville, was low bidder on 2,500 lbs. soda ash, with a figure of $1.55 per cwt.

Paper Makers Chemical Corp., a subsidiary of Hercules Powder Co., has recently published the first issue of *The Paper Maker*, a bi-monthly house organ which will serve as a publicity medium for the company.

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New Fat Splitting Reagents

Improvement of fat splitting processes within recent times has tended towards the use of new reagents for accomplishing the decomposition of the glyceride. Thus, new fat splitting agents are obtained by sulfonating aliphatic carboxylic acids, which contain at least twelve carbon atoms in the molecule. Derivatives of these sulfonated acids may also be used, such as for example esters, acid chlorides, anhydrides, polymerization products and oxy and chlorine derivatives. The sulfonation takes place in the presence of mixed anhydrides of acetic acid or homologues of this acid with inorganic acids, except sulfuric acid.

An example of carrying out the splitting process consists in treating castor oil simultaneously with sulfuric acid and the mixed anhydride of acetic and boric acid. The fatty acids may first be slightly sulfonated before the addition of the mixed anhydride, and the latter may also be reacted with the fatty acid. The result is that the mixed anhydride of the fatty and inorganic acids is forced before sulfonation. The mixed anhydrides of acetic acid and its homologues with boric acid, sulfurous acid, chromic acid and the oxyacids of phosphorus are specified. Examples of esters which may be sulfonated are corn oil, olive oil, whale oil and linseed oil. The fatty acids obtained by the oxidation and hydrolysis of peanut oil, by treatment with sodium hypochlorite, may also be used. Hydrocarbons, such as xylene, toluene, naphthalene and their hydrogenation products may be simultaneously condensed and sulfonated with the fatty acids. British Patent No. 349,527.

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Extract of egg yellow is used to improve the quality of margarine. The product, which is obtained from egg yellow and margarine, is known as ovomargarin. The properties of this new product have been studied and are described by K. Taeufel and W. Preiss in *Margarin-Industrie*, 1931, pages 154 to 156.

RECORD OF TRADE-MARKS

The following trade-marks were published in the May issues of the *Official Gazette* of the United States Patent Office in compliance with Section 6 of the Act of September 20, 1905, as amended March 2, 1907. Notice of opposition must be filed within thirty days of publication. As provided by Section 14, fee of ten dollars must accompany each notice of opposition.

Trade Marks Filed

"Primo"—This in solid letters describing polishes. Filed by Primo Polish Mfg. Co., Westfield, Mass., Feb. 23, 1932. Claims use since Aug. 10, 1931.

Treat—This in outlined letters describing shoe polish. Filed by Lincoln Shoe Products Mfg. Co., Providence, R. I., Mar. 2, 1932. Claims use since Feb. 24, 1932.

Cyrex—This in solid letters describing cleaning compound. Filed by Cyrex Mfg. Co., Brooklyn, Mar. 15, 1932. Claims use since Sept. 1, 1931.

Baby's Own—This in solid letters describing toilet soap. Filed by Baby's Own Soap Co., Belmont, Mass., Mar. 23, 1932. Claims use since Aug. 22, 1899.

C N—This on rectangular reverse plate describing antiseptics, disinfectants, deodorants, etc., Filed by West Disinfecting Co., L. I. City, N. Y., Mar. 2, 1931. Claims use since July 15, 1899.

Anidon—This in solid letters describing tooth paste. Filed by Walgreen Co., Chicago, Jan. 4, 1932. Claims use since Oct. 12, 1931.

Den-O-Lyne—This in solid letters describing antiseptic. Filed by Elkton Drug Co., Elkton, Md., Feb. 9, 1932. Claims use since Jan. 2, 1932.

Sergeant's—This in script on container describing antiseptic, germicide, insecticide, disinfectant, cleaner, deodorant, etc. Filed by Polk Miller Products Corp., Richmond, Va., Feb. 15, 1932. Claims use since 1919.

Keda—This in solid letters describing insecticide. Filed by Alfred J. Compo, Edwards, N. Y., Mar. 26, 1932. Claims use since Mar. 1, 1932.

Sanex—This in solid letters describing water softener and bleach. Filed by Sanex Co., Los Angeles, Mar. 28, 1932. Claims use since Mar. 1, 1932.

Saxon-Glaze—This in outline letters describing polish. Filed by Royal Saxon Co., Bound Brook, N. J., Feb. 12, 1932. Claims use since July 15, 1931.

Liqui-Base—This in solid letters describing liquid soap. Filed by Fischer's Surfa-Saver, Inc., Cincinnati, Apr. 14, 1931. Claims use since Jan. 26, 1931.

?—This as a mark describing soaps and shaving creams. Filed by Fred W. Davis, New York, Sept. 28, 1931. Claims use since Aug. 15, 1931.

Drawing of dog—describing soap. Filed by Polk Miller Products Corp., Richmond, Va., Feb. 15, 1932. Claims use since 1919.

El Jefe—This in solid letters, with drawing of Indian chief, describing soaps. Filed by S. H. Kress & Co., New York, Feb. 23, 1932. Claims use since Nov. 15, 1931.

IT Cleans—This in solid letters with picture of mermaid, describing washing powder. Filed by Los Angeles Soap Co., Los Angeles, Mar. 14, 1932. Claims use since Feb. 5, 1932.

Day-Sol—This in solid letters describing liquid dry cleaning soap. Filed by Davies-Young Soap Co., Dayton, Mar. 17, 1932. Claims use since Mar. 1, 1932.

Lix—This in solid letters describing soapless shampoo. Filed by Mark W. Allen & Co., Detroit, Mar. 30, 1931. Claims use since January, 1930.

Wunder Tablets—This in solid letters describing antiseptic tablets. Filed by Claude W. Williams, Pawhuska, Okla., Dec. 15, 1931. Claims use since May, 1930.

Klor-Rick—This in solid letters describing disinfectant preparation. Filed by Wil-Mar Antiseptic Works, Fowlesburg, Md., Feb. 27, 1932. Claims use since Sept. 1, 1931.

Gold-Flo—This in solid letters describing cleaning compound. Filed by Phoenix Oil Co., Cleveland, Mar. 24, 1932. Claims use since Jan. 30, 1932.

Bullen's Universal Cleaner—This in solid letters describing cleanser. Filed by Bullen Chemical Co., Folcroft, Pa., Mar. 28, 1932. Claims use since Jan. 1, 1907.

Skin-Success—This in solid letters describing medicinal and toilet soap. Filed by E. T. Browne Drug Co., New York, Apr. 7, 1932. Claims use since Dec. 1, 1886.

Apco—This in solid letters with arrow pointing at insect and the words, "A sure hit," describing insecticide. Filed by Atlantic Pharmacal Co., Boston, Mar. 4, 1932. Claims use since February, 1931.

Flyco—This in outline letters describing insecticide. Filed by Brundage Bros. Co., Toledo, Mar. 14, 1932. Claims use since February, 1923.

Ambazin—This on reverse plate describing antiseptic. Filed by Farastan Co., Philadelphia, Mar. 16, 1932. Claims use since Mar. 11, 1932.

Tarzol—This in solid letters describing insecticide. Filed by Sherwin-Williams Co., Cleveland, Mar. 17, 1932. Claims use since Mar. 8, 1932.

Alumet—This in outlined letters describing cleaning preparation. Filed by Cornish Mining Co., Cornish, Me., Mar. 24, 1932. Claims use since Apr. 28, 1923.

Vande—This in script describing shoe polish. Filed by Wohl Shoe Co., St. Louis, Apr. 14, 1932. Claims use since Mar. 16, 1932.

Sun Bleach—This in solid letters describing washing fluid. Filed by Sun Bleach Products Co., Chicago, Sept. 14, 1931. Claims use since Feb. 18, 1931.

Bon Ami—This in solid letters describing tooth paste. Filed by Bon Ami Co., New York, Mar. 28, 1932. Claims use since Mar. 4, 1932.

Toil-Gien—This in solid letters with drawing of toilet seat, describing toilet-bowl cleaner. Filed by Toil-Gien Products Co., St. Louis, Mar. 4, 1932. Claims use since Mar. 2, 1932.

White Eagle—This in solid letters with drawing of eagle, describing liquid shampoo. Filed by Frederick Eugene Ischerland, Flint, Mich., Feb. 1, 1932. Claims use since Dec. 5, 1930.

Pyagrol—This in outlined letters describing insecticide. Filed by John Powell & Co., New York, Mar. 24, 1932. Claims use since Jan. 21, 1932.

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Trade Marks Granted

293,612. Antiseptic. Penetrating Iodine Co., Emporia, Kans. Filed January 4, 1932. Serial No. 322,709. Published February 16, 1932. Class 6.

293,621. Antiseptic Barnard Co., Washington, D. C. Filed November 21, 1931. Serial No. 321,394. Published February 9, 1932. Class 6.

293,709. Soap Powder. O. B. Soap Co., Buffalo. Filed December 24, 1931. Serial No. 322,432. Published February 16, 1932. Class 4.

293,712. Cleaner. Toil-Gien Products Co. St. Louis. Filed January 11, 1932. Serial No. 322,887. Published February 23, 1932. Class 4.

293,805. Detergent. Southern Mineral Products Corp., New York. Filed August 19, 1931. Serial No. 318,177. Published February 23, 1932. Class 4.

293,815. Granulated Soap. Aunt Kate's Products Co., Saugerties, N. Y. Filed November 24, 1931. Serial No. 321,460. Published February 16, 1932. Class 4.

293,816. Soap. W. F. Young, Inc., Springfield, Mass. Filed November 28, 1931. Serial No. 321,579. Published February 16, 1932. Class 4.

293,847. Fly Spray for Cattle. Calumet Refining Co., Chicago. Filed December 8, 1931. Serial No. 321,903. Published February 9, 1932. Class 6.

293,887. Antiseptic. Uneeda Drug Co., New York. Filed December 10, 1931. Serial No. 322,008. Published February 9, 1932. Class 6.

293,898. Dentifrices and Antiseptics. Pepsodent Co., Chicago. Filed December 14, 1931. Serial No. 322,110. Published February 16, 1932. Class 6.

293,916. Insecticide. Acteen Chemical Service Co., Berkeley, Calif. Filed December 22, 1931. Serial No. 322,359. Published February 23, 1932. Class 6.

293,920. Insecticide. Chipman Chemical Co., Bound Brook, N. J. Filed December 23, 1931. Serial No. 322,379. Published February 23, 1932. Class 6.

293,977. Shaving Cream. Mac Blade Works, Fremont, Ohio. Filed December 3, 1930. Serial No. 308,550. Published March 10, 1931. Class 4.

293,982. Insecticides. Black Flag Co., Baltimore. Filed July 21, 1931. Serial No. 317,145. Published October 6, 1931. Class 6.

293,983. Insecticides. Black Flag Co., Baltimore. Filed July 24, 1931. Serial No. 317,269. Published September 29, 1931. Class 6.

293,987. Insecticides. Standard Oil Co., Chicago. Filed October 21, 1931. Serial No. 320,284. Published February 23, 1932. Class 6.

294,134. Soap. Henry T. Lawson, Atlanta, Ga. Filed December 11, 1931. Serial No. 322,020. Published March 1, 1932. Class 4.

294,137. Cleansing Compound. Warner Chemical Co., New York. Filed January 5, 1932. Serial No. 322,756. Published March 1, 1932. Class 4.

294,138. Shampoo. Oreon Shampoo Co., Chicago. Filed January 9, 1932. Serial No. 322,859. Published March 1, 1932. Class 4.

294,144. Soap. Bourjois, Inc., New York. Filed January 23, 1932. Serial No. 323,321. Published March 1, 1932. Class 4.

294,221. Insecticides. Plantabbs Corp., Baltimore. Filed January 21, 1932. Serial No. 323,253. Published March 8, 1932. Class 6.

294,224. Roach Powder. Huntington Laboratories, Inc., Huntington, Ind. Filed January 30,

1932. Serial No. 323,617. Published March 15, 1932. Class 6.

294,285. Insecticide and Germicide. Knox Chemical Co. St. Petersburg, Fla. Filed July 8, 1931. Serial No. 316,756. Published March 8, 1932. Class 6.

294,291. Soaps and Cleaning Compounds. Kahn Chemical Co., New York. Filed May 25, 1931. Serial No. 314,995. Published March 8, 1932. Class 4.

294,350. Antiseptic Mouth Wash. Independent Druggists' Alliance Distributing Co., Chicago. Filed July 30, 1931. Serial No. 317,468. Published March 15, 1932. Class 6.

294,353. Insecticide. Liquid Veneer Corp., Buffalo. Filed September 2, 1931. Serial No. 318,667. Published March 8, 1932. Class 6.

294,354. Tooth Paste. Walter Janvier, Inc., New York. Filed September 23, 1931. Serial No. 319,327. Published March 8, 1932. Class 6.

294,362. Insecticides. Disinfectants, Deodorants, and Derris Root. Derris, Inc., New York. Filed December 21, 1931. Serial No. 322,311. Published March 15, 1932. Class 6.

294,466. Cleaning Preparation. Holly Chemical Co., Los Angeles. Filed November 23, 1931. Serial No. 321,444. Published March 22, 1932. Class 4.

294,471. Floor Waxes, Polishes, etc. Vestal Chemical Co., St. Louis. Filed November 5, 1930. Serial No. 307,566. Published March 8, 1932. Class 16.

294,473. Liquid Insecticide. Idico Corp., New York. Filed November 14, 1929. Serial No. 292,402. Published March 1, 1932. Class 6.

294,475. Soaps and Cleaning Compounds. Beaver Chemical Works, Beaver Dam, Wis. Filed February 14, 1930. Serial No. 295,996. Published March 15, 1932. Class 4.

294,477. Washing Powder, Soap Powder, and Soap Chips. Wilkinson, Gaddis & Co., Newark. Filed December 30, 1930. Serial No. 309,491. Published March 22, 1932. Class 4.

294,499. Cleaning and Polishing Compound. Silver Suds Manufacturing Co., Philadelphia. Filed January 18, 1932. Serial No. 323,148. Published March 15, 1932. Class 4.

294,507. Cleaning Compound. Hillyard Chemical Co., St. Joseph, Mo. Filed January 22, 1932. Serial No. 323,294. Published March 15, 1932. Class 4.

294,509. Soaps. Lightfoot Schultz Co., Hoboken, N. J. Filed January 23, 1932. Serial No. 323,344. Published March 15, 1932. Class 4.

294,514. Liquid Floor Wax. United Chemical Co., Kansas City. Filed December 28, 1931. Serial No. 322,488. Published March 22, 1932. Class 16.

New Patents

Conducted by
Lancaster, Allwine & Rommel
Registered Attorneys
PATENT AND TRADE-MARK CAUSES
815 15th St., N. W., Washington, D. C.

Complete copies of any patents or trade-mark registrations reported below may be obtained by sending 25c for each copy desired to Lancaster, Allwine and Rommel. Any inquiries relating to Patent or Trade-mark Law will also be freely answered by these attorneys.

No. 1,852,820, Soap Manufacture, Patented April 5, 1932, by Paul I. Murrill, East Norwalk, Conn., assignor to R. T. Vanderbilt Company, Incorporated, New York, N. Y. Stabilized soap comprising phenyl phenolate prepared by reacting a phenyl phenol with an organic chemical base having alkaline properties which itself stabilizes soap.

No. 1,853,414, Wetting and Cleaning Agents, Patented April 12, 1932, by Fritz Gunther, Curt Schuster and Josef Hetzer, Ludwigshafen-on-the-Rhine, Germany, assignors to I. G. Farbenindustrie Aktiengesellschaft, Frankfort-on-the-Main, Germany. A composition of matter of high wetting and cleaning power comprising an aromatic sulfonic acid substance which is incapable of precipitating glue and gelatine from their aqueous solutions and which contains at least one alkyl group and at least one active substituent and has a wetting power above that of benzyl-aniline and ethyle-benzyl-aniline sulfonic acids.

No. 1,853,415, Wetting, Cleaning and Emulsifying Agents, Patented April 12, 1932, by Fritz Gunther, Kurt Schuster and Josef Hetzer, Ludwigshafen-on-the-Rhine, Germany, assignors to I. G. Farbenindustrie Aktiengesellschaft, Frankfort-on-the-Main, Germany. As a composition of matter an aqueous suspension of a material insoluble in water, comprising di-amylalphanaphthylamine sulphonic acid sodium salt.

No. 1,853,807, Process for the Manufacture of resinous Soaps, Patented April 12, 1932, by Cyprien Gillet, Bordeaux, France. Process for the manufacture of resinous soap in which the materials for saponifying the resin consist of a mixture of a carbonated alkali and a bicarbonated alkali and in addition a volatile alkali, the saponification of the resin being effected in two distinct and successive stages, the first stage being performed with the mixture of carbonated alkali

(*Turn to Page* 111)

Market Report on

ESSENTIAL OILS AND AROMATICS

(*As of June* 9, 1932)

NEW YORK—The market for essential oils and aromatic chemicals continued to show a minimum of activity during the period just closed. Buyers were particularly inactive during May, but during the early days of June a moderate increase in the number of inquiries was noted. The principal feature of the market, from the soap maker's point of view, was the sharp advance in the price of Bois de Rose, Cayenne, which jumped from $1.15 a pound to $1.60 almost overnight, on the basis of higher cables from producing areas. Anise and Cassia were both quoted lower by sellers. The Bergamot situation continues unchanged, with dealers not yet certain just what will be the effect of the appointment of a sole American agent for the Italian Bergamot Consortium.

Oil Anise

The price of Anise oil dropped two cents a pound in local markets this period under the stimulus of lower quotations from suppliers in producing areas. The price generally quoted is now 32c. a pound for U. S. P. oil in cans.

Oil Bergamot

The Bergamot oil market continues in rather an unsettled condition this period, with local dealers still wondering what will be the actual effect of the recent appointment of an agent to act as sole distributor in the United States. No offers are being received from abroad, but as spot stocks are plentiful no immediate apprehension is felt as to any shortage of oil. Prices have firmed a little, the inside quotation now being $1.90 pound.

Oil Bois De Rose

Oil Bois de Rose, Cayenne, was the most active oil in the soap section of the market this period, being quoted sharply higher both on spot and for shipment. Cables from producing areas, as yet unconfirmed, quote much higher prices, and report a shortage of available oil. Current quotations are from $1.60 to $1.75 a pound.

Oil Cassia

Cassia was further reduced in price this period, now being quoted at 92c. pound in drums. As in the case of Anise oil the reduction in spot prices followed acceptance of lower offers by Chinese producers who are apparently anxious for business and willing to make concessions in order to move their stocks.

Oil Geranium

The positions of African and Bourbon Geranium oil were again reversed this month, with Bourbon once more being the dearer. The latter oil, which was quoted lower early in the period, met higher prices later on, while late quotations on African oil were lower. The latter is now offered as low as $4.30 pound, while Bourbon oil brings a minimum of $4.40.

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Soda ash exports from United States during March, 1932, amounted to 2,098,373 lbs., worth $37,550.

—o—

Editor's Correspondence

(*From Page* 39)

fashion it will be essential to control the amount of moisture so that the milling may be carried out successfully. The hot soap mass must not be allowed to harden and it is necessary to pass the hot soap mass over the rolls, the soap being properly cooled when passing over the rollers.

Taking everything into consideration, I doubt the advisability of following this type of manufacture for scale production on account of loss in glycerine, etc. The economical production of soap in large scale production will continue to follow the time-tried boiling process as previously mentioned. The only possible saving might be the elimination of the drying chamber, but otherwise, the boil seems to have the better of quick saponification with mixers.

Such a primary and elementary proposition as soap making will have many new-fangled ideas injected into the technique by various people in the industry, but we cannot get away from the basic facts. It will continue to be entirely up to the individual performance as to what the finished soap really can do and what it looks like. Given the proper technique and the tools and materials to work with, plain and fancy soaps which satisfy the most fastidious will, I believe, continue to be produced through primary saponification principles for some years to come.

J. Schwarzwalder,
June 1, 1932. Lightfoot Schultz Co.

Market Report on

SOAP AND DISINFECTANT CHEMICALS

(*As on June* 9, 1932)

NEW YORK—The market for soap and disinfectant chemicals exhibited the same quiet tone this period that it has for the past few months, the movement of raw materials into consuming channels continuing at a reduced pace, with prices for the most part unchanged. Alkali shipments picked up a little in the first week of June, but the total volume of business continued to run somewhat under corresponding 1931 totals. Coaltar chemicals remained the same in price except for an unconfirmed report of a reduction in the price of cresylic acid. The glycerin market was quiet, with prices unchanged. Rosin prices were moderately lower this period, due to a falling off in shipments and a consequent increase in stocks.

ALKALIS

Shipments of alkalis continue to run slightly under the corresponding totals for last year, with users drawing on their contracts only for current needs. Quotations remain unchanged, with the spot market inactive.

CRESYLIC ACID

Reports of a two cent per gallon reduction in the price of cresylic acid were current in the trade this month. Attempts to confirm this reduction which would bring the quotation on dark acid to 40c and that on the pale grade to 47c gallon net with no success. Disinfectant makers continued to call for subtantial amounts of cresols which were unchanged in price.

GLYCERIN

Glycerin prices were unchanged this period, with the market continuing to exhibit a very quiet tone. In spite of the fact that imports have decreased substantially so far this year, stocks continue to mount, indicating that consumption is lagging.

NAVAL STORES

Another moderate decline was noted in the price of rosins this period under the stimulus of reduced shipments and growing stocks at southern distributing points. U. S. rosin stocks were 1,205,000 bbls. as of March 31, 1932, as against 995,000 bbls., March 31, 1931, and a normal average of 550,000 bbls. In a recent review of the market outlook for rosin, J. E. Lockwood, Hercules Powder Co., stated that "the end of the five-year continuous decline in price of rosin was apparently reached during the last quarter of 1931." The end of forced liquidation of surplus stocks and the prospect of a 30% decrease in production this year lead Mr. Lockwood to believe that the long-term trend is now upward, although in the face of present business conditions and the very heavy stocks, no sharp upward movement may be expected. The closing schedule of rosin prices this period follows: gum rosin, Grade B, $3.05; H, $3.80; K, $4.10; N, $5.35; WG, $5.50; WW, $5.80; wood rosin, $3.63 to $3.83.

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Opportunities for Export

The following opportunities for export of American soaps and allied products have come to the Bureau of Foreign and Domestic Commerce, Washington, D. C. American manufacturers can secure the full details of the inquiries by communicating with the Bureau, care of the Department of Commerce. Be sure to mention the number of Foreign Trade Opportunity in writing.

57,657	Blue mottled laundry soap	Puerto Rico	Sole Agency
57,705	Toilet soaps	Belgium	Sole Agency
57,727	Toilet preparation	Trinidad	Agency
57,744	Disinfectants	India	Sole Agency
57,786	Toilet preparations, toilet and laundry soaps	Netherlands West Indies	Agency
57,791	Auto polish	Jamaica	Agency or Purchase
57,931	Toilet soaps	India	Agency
58,013	Shoe polishes	Germany	Agency or Purchase
58,018	Palm oil soap	Czechoslovakia	Agency or Purchase
58,074	Toilet soaps and tooth paste	Belgium	Sole Agency
58,110	Cottonseed soap	England	Purchase
58,193	Soaps and cleansers	France	Purchase
58,148	Toilet preparations	Sumatra	Agency or Purchase

—o—

Crown Cork & Seal Co., Baltimore, has issued an attractive booklet, "Positive Sealing Pressure," stressing the importance of the closure in packaging and reviewing recent developments in this field. The three fundamental requirements of a good closure are said to be: ease in application, ability to hold and carry the product, and ease of removal.

Market Report on

TALLOW, GREASES AND OILS

(*As of June* 9, 1932)

NEW YORK—The market for soapmaking oils, fats and greases exhibited more stability this period, in sharp contrast to the tone which has characterized it recently. Price reductions were few and of a fractional variety, while to offset these there were a few moderate advances which have been very scarce during recent months. The soap industry continues to absorb a substantial tonnage of fatty raw materials, but there is a limit to the consuming capacity of any industry, however low and attractive prices are. Stocks in the hands of soapmakers are now back much nearer normal than they were a year ago, and it is reported that a number of large buyers are again in the market.

Coconut Oil

Coconut oil prices were fractionally lower this period, the latest quotation in the local market being 3⅛c pound. Coast tanks are offered at 2⅞c. The copra market was also weaker, influenced by lower quotations in London. The appearance of lower prices did not fit in with the reports of the situation received from primary markets. Cables report that arrivals of copra at Philippine coast points have been disappointingly small, although this should ordinarily be the season of heaviest arrivals. The opinion is stated in some quarters that the proportion of the Philippine copra brought to market this year will be very small, due to the exceptionally low prices which make it impossible to make a profit on copra.

Corn Oil

The price of corn oil was unchanged this month, the market being a little firmer due to lighter offerings and increased inquiry.

Cottonseed Oil

Little speculative activity was noted in the cottonseed oil market this period, and the traders spent an inactive month. At one point the market moved upward following a rather sharp rise in securities, but later developments offset the gains. Crop news was considered favorable, although there were some reports of too much moisture in various sections.

Tallow

The tallow market maintained a steady tone this period, with prices showing very little change. Offerings from producers were generally light, offsetting the unfavorable developments noted in some competing products.

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Purifying Fatty Oils

The oil is freed from the soaps and mucilagenous substances, which are dispersed therein, by emulsifying with an inert neutral or acid liquid, and if desired with the addition of finely divided solid substances, for example charcoal. Thereafter the film of impurities is mechanically separated by sedimentation, filtering or centrifuging. The inert liquid used has no chemical action or solvent action on the oils or the impurities separated therefrom. Crude cottonseed oil or linseed oil is emulsified and warmed with small amounts of aqueous solutions of acids or salts, for example phosphoric or acetic acid or their soluble salts, or with glycerol, water, or acid amides such as formamide. Turkey red oil or other dispersing agents, and solid substances, such as bleaching earths, asbestos, or cotton fiber, may be added. The purified oil may be submitted, after purification, to deacidification by treatment with a mist of water or a solvent of low boiling point under reduced pressure. I. G. Farbenindustrie A. G., Frankfurt-am-Main, Germany. British Patent No. 341,390.

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West African Palm Oil

A number of varieties of the oil palm are grown in West Africa under what are known to be most favorable conditions. These are compared with certain exceptional types which are grown for example in South America. The manner of growing the trees and the yield of palm oil are shown to be closely related. The various commercial grades of palm oil are described. It is mentioned that palm oil is being successfully used in West Africa as a motor fuel, without it being necessary to start the motor by means of gasoline. A general review is given of the methods used for the extraction of the palm oil. The article also contains a brief bibliography. *Chemistry and Industry*, 1932, pages 269 to 271.

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T-S-P

Mix your cleaners and water softeners with this superior T-S-P and your package goods will retain excellent mechanical condition. Flowing freely and dissolving quickly they will increase in popularity among consumers. Both sales and resales will move upward.

While boosting your sales, Aero Brand improves your production also. It mixes easily because it is carefully cured and screened. It is strictly uniform in strength and in grade. It is substantially packed in paper-lined drums, kegs, barrels and bags. All possible moisture absorption is eliminated in our processing and packing. Ask for quotations for prompt shipment by rail, water or truck from our Warners, New Jersey Plant on New York Harbor.

Industrial Chemicals Division

American Cyanamid Company

535 Fifth Avenue New York

Say you saw it in SOAP!

CURRENT PRICE QUOTATIONS

As of June 9, 1932

Chemicals

Acetone, C. P., drums	lb.	.10	.11
Acid, Boric, bbls., 99½%	ton	95.00	100.00
Cresylic, 97% dk., drums	gal.	.42	.43
97-99%, pale, drums	gal.	.49	.53
Formic, 90%, tech	lb.	.10½	.12
Oxalic, bbls	lb.	.11	.11¼
Adeps Lanae, hydrous, bbls	lb.	.14	.15
Anhydrous, bbls	lb.	.15	.16
Alcohol, Ethyl, U. S. P., bbls	gal.	2.45	2.59
Complete Denat., No. 5, drums., ex.	gal.	.35½	.43½
Alum. potash lump	lb.	.03	.03¼
Ammonia Water, 26°, drums, wks	lb.	.02½	.02¾
Ammonium Carbonate, tech., bbls	lb.	.08	.12½
Bleaching Powder, drums	100 lb.	1.75	2.35
Borax, pd., cryst., bbls., kegs	ton	50.00	55.00
Carbon Tetrachloride, car lots	lb.	—	.06¼
L. C. L.	lb.	.06½	.07
Caustic, see Soda Caustic, Potash Caustic			
China Clay, filler	ton	10.00	25.00
Cresol, U. S. P., drums	lb.	.10½	.11
Creosote Oil tanks	gal.	.11½	.12½
Formaldehyde, bbls.	lb.	.06	.07
Fullers Earth	ton	15.00	24.00
Glycerine, C. P., drums	lb.	.10¾	.11
Dynamite, drums	lb.	.08	.09½
Saponification, tanks	lb.	.05	.05½
Soaps, Lye, tanks	lb.	.04	.04⅛
Hexalin, drums	lb.	—	.30
Kieselguhr, bags	ton	—	35.00
Lanolin, see Adeps Lanae.			
Lime, live, bbls.	per bbl.	1.70	2.20
Mercury Bichloride, kegs	lb.	.93	1.08
Naphthalene, ref. flakes, bbls.	lb.	.03¾	.05
Nitrobenzene (Myrbane) drums	lb.	.09½	.11
Paradichlorbenzene, bbls., kegs	lb.	.15	.23
Paraformaldehyde, kegs	lb.	.38	.39
Petrolatum, bbls. (as to color)	lb.	.01⅞	.06¾
Phenol, (Carbolic Acid), drums	lb.	.14¼	.16
Pine Oil, bbls.	gal.	.61	.66
Potash, Caustic, drums	lb.	.06⅛	.06⅜
Flake	lb.	.07	.0[illegible]
Potassium Bichromate, casks	lb.	.08	08½
Pumice Stone, powd.	100 lb.	2.50	4.00
Rosins (600 lb. bbls. gross for net)—			
Grade B to H. basis 280 lbs.	bbl.	3.05	3.80
Grade K to N	bbl.	4.10	5.35
Grade WG and WW	bbl.	5.50	5.80
Wood	bbl.	3.63	3.83
Rotten Stone, pwd. bbls.	lb.	.02½	.04½
Silica, Ref., floated	ton	18.00	22 00
Soap, Mottled 40 lb. box	lb.	—	.12
Olive Castile, bars, powder	lb.	.12	.22
Powdered White, U. S. P.	lb.	.14	.16
Green, U. S. P.	lb.	.06½	.07½
Tallow Chips	lb.	.07½	.08
Whale Oil, bbls.	lb.	.04	.04½
Soda Ash, contract, wks., bags, bbls.	100 lb.	1.12½	1.38
Car lots		—	1.00
Soda Caustic, Cont., wks., sld.	100 lb.	—	2.50
Flake	lb.	—	2.90
Liquid. tanks	lb.	—	2.15
Soda Sal., bbls.	100 lb.	1.05	1.15
Sodium Chloride (Salt)	ton	11.40	14.00
Sodium Fluoride, bbls.	lb.	.07½	.08½
Sodium Hydrosulphite, bbls.	lb.	.22	.26
Sodium Silicate, 40 deg., drum, 100 lb.		.75	.80
Drums, 60 deg. wks.	100 lb.	—	1.65
In tanks, 15c. less per hundred, wks.			
Tar Acid Oils, 15-25%	gal.	.21	.25
Trisodium Phosphate, bbls.	lb.	.03	.03½
Zinc Oxide, lead free	lb.	.06	.06¼
Zinc Stearate, bbls.	lb.	.16	.18

Oils—Fats—Greases

Castor, No. 1, bbls.	lb.	.09¾	.10½
No. 3, bbls.	lb.	.09¼	.10
Coconut, tanks, N. Y.	lb.	.03⅛	.03¼
Tanks, Pacific Coast	lb.	—	.02⅞
Tanks, Chicago	lb.	.03¼	.03⅜
Cod, Newfoundland, bbls.	gal.	.24	Nom.
Copra, bulk, Coast	lb.	.0175	.0180
Corn, tanks, mills	lb.	.02¾	.03
Bbls., N. Y.	lb.	.04½	.04¾
Cottonseed, crude, tanks, mill	lb.	—	.02¾
PSY	lb.	.03¼	.03⅜
Degras, Amer., bbls	lb.	.03	.04
English, bbls	lb.	.03¾	.04¼
German, bbls	lb.	.03⅜	.03½
Neutral, bbls.	lb.	.06¾	.08½
Greases, choice white, bbls., N. Y.	lb.	.02	.02½
Yellow	lb.	.01¾	.02
House	lb.	.01¾	.02
Lard, prime, steam, tierces	lb.	.03⅞	.04
Compound tierces	lb.	.05½	.05¾
Lard Oil,			
Extra, bbls.	lb.	—	.07
Extra, No. 1, bbls.	lb.	—	.06½
No. 2, bbls.	lb.	—	.06
Linseed, raw, bbls., spot	lb.	.0610	.0650
Tanks, raw	lb.	—	.0550
Boiled, 5 bbls. lots	lb.	—	.0730
Menhaden, Crude, tanks, Balt.	gal.	—	.15½
Oleo Oil, No. 1, bbls., N. Y.	lb.	—	.06⅛
No. 2, bbls., N. Y.	lb.	—	.05⅝
Olive, denatured, bbls., N. Y.	gal.	.61	.63
Foots, bbls., N. Y.	lb.	.04½	.04⅝
Palm, Lagos, casks, spot	lb.	.03⅝	.03⅞
Shipments	lb.	.03⅛	.03¼
Niger casks, spot	lb.	.03⅛	.03⅜
Shipments	lb.	.02⅞	.03
Palm Kernel, casks, denatured	lb.	.04½	.04¾
Tank cars, denatured	lb.	—	.03¾
Peanut, domestic tanks	lb.	.03	Nom.
Red Oil, distilled, bbls.	lb.	.06⅝	.07⅛
Saponified, bbls.	lb.	.06⅝	.07⅛
Tanks	lb.	—	.05¾
Soya Bean, domestic tanks, N. Y.	lb.	—	.03½
Stearic Acid			
Double pressed	lb.	.07½	.08
Triple pressed, bgs.	lb.	.10¼	.10¾
Stearine, oleo, bbls.	lb.	.03¾	.04
Tallow, special, f. o. b. plant	lb.	.02⅛	.02¼
City, ex. loose, f. o. b. plant	lb.	.02¼	.02⅜
Tallow, oils, acidless, tanks, N. Y.	lb.	—	.05¾
Bbls., c/1, N. Y.	lb.	—	.06¼
Whale, nat. winter, bbls., N. Y.	gal.	.51	53
Blchd., winter, bbls., N. Y.	gal.	.54	.55
Extra blchd., bbls., N. Y.	gal.	.57	.58

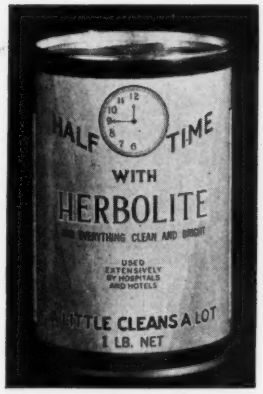
As of June 9, 1932

Essential Oils

Almond, Bitter, U. S. P. ..... lb.	$2.25	$2.50
Bitter, F. F. P. A. ..... lb	2.50	2.75
Sweet, cans ..... lb	.40	.43
Apricot, Kernel, cans ..... lb.	.26	.28
Anise, cans ..... lb.	—	—
U. S. P., cans ..... lb.	.32	.34
Bay, tins	1.90	2.00
Bergamot, coppers ..... lb.	1.90	2.00
Artificial ..... lb.	1.35	1.50
Birch Tar, rect., bot. ..... lb.	.45	.50
Crude, tins ..... lb.	.13	.14
Bois de Rose, Brazilian ..... lb.	.60	.65
Cayenne ..... lb.	1.15	1.30
Cade, cans ..... lb.	.26	.27
Cajuput, native, tins ..... lb.	.54	.56
Calamus, bot. ..... lb.	2.75	3.00
Camphor, Sassy, drums ..... lb.	.21	.23
White, drums ..... lb.	.16	.18
Cananga, native, tins ..... lb.	1.45	1.60
Rectified, tins ..... lb.	2.05	2.15
Caraway Seed ..... lb.	1.55	1.65
Cassia, Redistilled, U. S. P. ..... lb.	.95	1.00
drums ..... lb.	—	.92
Cedar Leaf, tins ..... lb.	.70	.75
Cedar Wood, light, drums ..... lb.	.28	.30
Citronella, Java, drums ..... lb.	.49	.50
Citronella, Ceylon, drums ..... lb.	.30	.32
Cloves, U. S. P., cans ..... lb.	.90	1.00
Eucalyptus, Austl., U. S. P., cans ... lb.	.27	.29
Fennel, U. S. P., tins ..... lb.	1.00	1.10
Geranium, African, cans ..... lb.	4.30	4.70
Bourbon, tins ..... lb.	4.40	4.80
Hemlock, tins ..... lb.	.90	.95
Lavender, U. S. P., tins ..... lb.	1.85	3.50
Spike, Spanish, cans ..... lb.	.55	.75
Lemon, Ital., U. S. P.	.95	1.25
Lemongrass, native, cans ..... lb.	.44	.45
Linaloe, Mex., cases ..... lb.	1.50	1.60
Neroli, Artificial ..... lb.	10.00	20.00
Nutmeg, U. S. P., tins ..... lb.	1.20	1.30
Orange, Sweet, W. Ind., tins ..... lb.	1.30	1.40
Italian cop. ..... lb	1.55	2.00
Distilled ..... lb.	.70	.75
Origanum, cans, tech. ..... lb.	.25	.40
Patchouli ..... lb.	3.75	5.50
Pennyroyal, dom. ..... lb.	1.55	1.60
Imported ..... lb.	1.10	1.15
Peppermint, nat. cases ..... lb	1.45	1.70
Redis., U. S. P., cases ..... lb.	1.65	1.90
Petit Grain, S. A., tins ..... lb	1.00	1.10
Pine Needle, Siberian ..... lb.	.60	.63
Rose, Natural ..... oz.	7.75	15.00
Artificial ..... oz.	2.00	2.75
Rosemary, U. S. P., drums ..... lb.	.36	.40
Tech., lb. tins ..... lb.	.30	.31
Sandalwood, E. Ind., U. S. P. ..... lb.	6.50	7.50
Sassafras, U. S. P. ..... lb.	1.00	1.20
Artificial ..... lb.	.27	.29
Spearmint, U. S. P. ..... lb.	1.00	1.05
Thyme, red, U. S. P. ..... lb.	.50	.65
White, U. S. P. ..... lb.	.85	.90
Vetivert, Bourbon ..... lb.	4.50	5.00
Java ..... lb.	16.00	20.00
Ylang Ylang, Bourbon ..... lb.	5.15	6.50

Aromatic Chemicals

Acetophenone, C. P. ..... lb.	$2.00	$3.00
Amyl Cinnamic Aldehyde ..... lb.	3.50	4.25
Anethol ..... lb.	1.20	1.40
Benzaldehyde, tech. ..... lb.	.60	.65
U. S. P. ..... lb.	1.20	1.35
Benzyl, Acetate ..... lb	.60	.95
Alcohol ..... lb.	.80	1.30
Citral ..... lb.	2.10	2.40
Citronellal ..... lb.	1.75	2.50
Citronellol ..... lb.	2.50	3.50
Citronellyl Acetate ..... lb.	4.50	7.00
Coumarin ..... lb.	3.60	4.00
Cymene, drums ..... gal.	.90	1.25
Diphenyl oxide ..... lb.	1.10	1.20
Eucalyptol, U. S. P. ..... lb.	.60	.70
Eugenol, U. S. P. ..... lb.	3.00	4.00
Geraniol, Domestic ..... lb.	1.45	2.00
Imported ..... lb.	2.00	3.25
Geranyl Acetate ..... lb.	2.50	4.00
Heliotropin, dom. ..... lb.	2.00	2.50
Imported ..... lb.	2.50	4.00
Hydroxycitronellal ..... lb.	3.50	9.00
Indol, C. P. ..... oz.	2.50	5.00
Ionone ..... lb.	4.00	6.50
Iso-Eugenol ..... lb.	4.00	5.00
Linalool ..... lb.	1.95	3.25
Linalyl Acetate ..... lb.	2.40	3.15
Menthol ..... lb.	3.35	3.50
Methyl Acetophenone ..... lb.	2.50	3.00
Anthranilate ..... lb.	2.20	2.60
Paracresol ..... lb.	4.50	6.00
Salicylate, U. S. P. ..... lb.	.40	.45
Musk Ambrette ..... lb.	6.75	7.25
Ketone ..... lb.	6.00	7.50
Moskene ..... lb.	5.40	5.90
Xylene ..... lb.	2.75	3.00
Phenylacetaldehyde ..... lb.	4.75	7.25
Phenylacetic Acid, 1 lb., bot. ..... lb.	3.00	4.00
Phenylethyl Alcohol, 1 lb. bot. ... lb.	4.25	4.50
Rhodinol ..... lb.	6.00	9.50
Safrol ..... lb.	.29	.31
Terpineol, C. P., 1,000 lb. drs. ..... lb.	.28	.30
Cans ..... lb.	.33	.34
Terpinyl Acetate, 25 lb. cans ..... lb.	.80	.95
Thymol, U. S. P. ..... lb.	1.50	1.75
Vanillin, U. S. P. ..... lb.	4.50	5.75
Yara Yara ..... lb.	1.60	3.00
Insect powder, bbls. ..... lb.	.20	.22
Concentrated Extract ..... gal.	1.50	1.70
Gums—		
Arabic, Amb. Sts. ..... lb.	.06	.06½
White, powdered ..... lb.	.10	.11
Karaya, powdered ..... lb.	.14	.16
Tragacanth, Aleppo, No. 1 ..... lb.	.85	.90
Sorts ..... lb.	.08	.10
Waxes—		
Bayberry, bgs. ..... lb.	.16	.18
Bees, white ..... lb.	.32	.38
African, bgs. ..... lb.	.14½	.15
Refined, yel. ..... lb.	.20	.30
Candelilla, bgs. ..... lb.	.13	.14
Carnauba, No. 1 ..... lb.	.21	.23
No. 2, Yel. ..... lb.	.20	.22
No. 3, Chalky ..... lb.	.10¾	.11
Japan, cases ..... lb.	.07¾	.08
Paraffin, ref. 125-130 ..... lb.	.03⅜	.04⅛



The new package recently put out for *Herbolite*, manufactured by The Herbert Aluminate Co., of Cincinnati, a general household cleaner, uses a bright red, orange, yellow, and blue label on a fibre shaker-top carton. The carton is the usual size, approximately five inches high and three inches in diameter. The label was designed and manufactured by the U. S. Printing & Lithographing Co. of Cincinnati, and the fibre cartons were made by the Cincinnati Mailing Device Co. of the same city.

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The annual golf tournament of American Cyanamid Co., held at Blue Hill Country Club, Pearl River, N. Y., was attended by about 120 golfers from the parent and associate companies. The President's trophy for low net team score was won by the Kalbfleisch Corporation, comprised of H. L. Derby (75), P. M. Dinkins (82), J. Frediksson (78), and J. M. Kingston (69), total 304. The Calco trophy for individual low gross score, donated by R. C. Jeffcott, was won by C. A. Fowler, score 82.

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Will the National Brands Fight?

(*From Page* 23)

bar soap, chips, and some specialties, the small soaper has gone ahead rapidly. In toilet soaps, the losses of the national brands have not been so pronounced, although of late, low-priced private brand milled bars of good size and quality have been more widely in evidence. All in all, there has been a very distinct trend toward a wider variation of brand representation in retail channels, a tendency towards decentralization of brands, if it may be termed that, chiefly at the expense of the nationally advertised brands.

Every soaper in the country is naturally interested in what the large soap makers intend to do to reverse the tide if possible. Thus far, we have seen no concerted attempt to use well-established brands as a club to beat down low-price competition. Is this recent activity of one company just a flash in the pan, a "feeler", or is it something which will be followed through by all owners of national brands? Most every company in the soap industry has a stake on one side of the fence or the other, and is naturally concerned as to what may take place.

Say you saw it in SOAP!

Oil-Fat-Soap

PRODUCTION SECTION

A section of SOAP devoted to the technology of oils, fats, and soaps, published prior to Jan. 1, 1932, as a separate magazine under the title, *Oil & Fat Industries*.

LIQUID SOAP—

A Discussion of English, German and American Methods of Manufacture and Raw Materials

WHICH raw materials give the best liquid soap? Which process of manufacture is most satisfactory and gives the best results? Should liquid toilet soaps be filtered? Should there be products added such as alcohol, glycerin, thickeners? These questions and others have been discussed at some length in *The Manufacturing Chemist* of London, in *Soap*, and in several German publications. In fact the discussion grew out of the publication some months ago of a formula in *The Manufacturing Chemist* for liquid toilet soap which was criticized by *Soap* as not meeting general American specifications. From this criticism, unfolded quite a controversy on English and American manufacturing methods and raw material selection. With typical British thoroughness, the editor of our London contemporary went right back to sources for his facts. He had both an English and an American authority express their views on liquid soap manufacture. What they have to say is particularly interesting in view of what has gone before, and is quoted rather fully on the following pages, as well as a somewhat unique extract on liquid soap manufacture from Germany.

An editorial which attempted to summarize what was believed to be generally accepted American manufacturing practice, was published in *Soap* several months ago and stated in part: "The formula called for the use of four parts of palm oil and one part of peanut oil, with mention of the addition of sugar, glycerin, calcium chloride, ethyl alcohol, and methyl alcohol. Our conclusions were that such a soap would not meet Government or private specifications in this country, and that it could hardly be classed as a "good liquid soap."

To begin with, we have no objection to the use of palm oil, although we know of liquid soap makers who do object to its use. It gives a liquid soap which is considerably more viscous than coconut oil soaps of the same soap content. A palm oil soap to the uninitiated looks like more soap for the money. The palm oil soaps are more bland, and inclined to be less irritating to delicate skins. They lather less freely, but give a more creamy lather. In the incorporation of twenty per cent of peanut oil, we see only an added difficulty in saponifying this oil.

Our criticism was not directed at the fatty base of the soap formula, but at the list of suggested added products. A "good liquid soap" needs nothing added to the saponified oil if it is properly manufactured. The added materials are aimed primarily to overcome some shortcoming in the soap itself resulting from incorrect manufacture or faulty selection of raw materials. As for a product added to thicken the soap—this is a subterfuge to give the impression that the soap solution contains more anhydrous soap than is actually the case. Methods for thickening liquid soap are numerous and as old as liquid soap itself.

We are called upon to suggest a formula for a "first-rate liquid soap." We suggest for a liquid toilet soap a combination of coconut and olive oils, varying with the type of soap desired and the use to which it is to be placed, accurately saponified with caustic potash, settled and aged, chilled and filtered at low temperature—and

without the addition of any other product except the necessary amount of distilled water and perfume if desired.

In the April, 1932, issue, *The Manufacturing Chemist* stated editorially: "These authorities (Mr. Benjamin Leavitt of Philadelphia and *Soap*) took exception to the use of palm oil and methyl alcohol, and also to the use of glycerine and fillers such as sugar, potassium carbonate, and calcium chloride, in the manufacture of liquid soaps. It should have been stated, however, that these additions referred more particularly to German practice, and in a note in our September issue we indicated that Thieme, in *Suddeutsche Apotheker Zeitung*, 1930, Vol. 70, p. 236, had advanced these views.

Since it appeared from correspondence we had with our American friends that there were certain differences between English and American viewpoints, we conceived the idea of inviting authorities on both sides to state their views on manufacturing procedure.

Leavitt states that some makers (in America) add small amounts of ethyl alcohol to shampoo to make it more brilliant, but qualifies this by remarking that this is unnecessary if the soap is made according to the directions given in his article. Wright's formula for liquid dry shampoos calls for methylated spirit, while W. H. Simmons in the recently published third edition of his book on Soap states that alcohol is often used to render the soap more fluid, sometimes only 5 per cent of the total bulk being employed, and sometimes considerably more. On the other hand, V. Williams, in an article in the January *Soap Trade and Perfumery Review*, holds that the use of alcohol to keep the soap clear is now an obsolete process and, except in the case of a dry shampoo—where it acts as a tonic to the scalp,— is a harmful component of a toilet soap.

As regards the choice of the oil, Williams states that palm kernel is generally considered better than coconut. Wright favors the best quality of Cochin coconut oil, and Levitt supports him, adding that by far the greatest bulk of liquid soap in America is made with coconut oil. Another American correspondent does not object to the use of palm oil, but objects to peanut oil on the ground that it complicates the manufacture owing to its difficulty of saponification. This authority suggests a formula comprising coconut oil and olive oil, varying the proportions according to the type of soap desired. This soap should be accurately saponified with caustic potash, settled and aged, chilled and filtered, with nothing else added except perhaps perfume. He admits that coconut oil may give a product which is inclined to be harsh to the skin, particularly in cold weather, but this effect can be modified as desired by increasing the proportion of olive oil used. In his opinion, palm oil is used in liquid soap chiefly because it makes a more viscous soap, which gives the purchaser the impression that he is getting a more concentrated product. A 20 per cent palm oil soap is about equal in viscosity, generally speaking, to a coconut oil soap of 30 per cent. It is, however, stated that in America there are some excellent liquid soaps being made from Lagos palm oil, the only objection to them being their orange color."

An English View

THE manufacture of liquid soaps from the British point of view has been given by F. Longworth Wright. In outlining his ideas on the subject, he stated in part: "Until about ten to fifteen years ago the manufacture of liquid soaps was confined to possibly one or two firms and, even to-day, compared with the number of hard soap manufacturers, those manufacturing liquid soaps are very few indeed. There is, however, an increasing demand for soaps of this character for varied purposes.

Coconut oil shampoos are invariably made from the very best quality of Cochin coconut oil, the finished product varying in strength from 10 to 20 per cent fatty acids. The following method is employed in their preparation. Melt out the necessary or pre-determined weight of coconut oil, and weigh out the quantity of caustic potash necessary to saponify it. Add the caustic slowly, keeping the mass agitated and well supplied with heat. When the oil is thoroughly saponified dissolve in water to strength of 15 per cent fatty acids; bring to the boil and add 1 per cent of potassium carbonate. Transfer, after a few minutes' boiling, to a cool place and allow to cool as quickly as possible. Leave to settle for at least three days, then siphon off the clear supernatant liquor. It is advisable to leave the bulk standing as long as possible before bottling, and in any case at least three days should be allowed. The perfume chosen must be, of course, unaffected by alkalis, and it is suggested that lavender is one likely to give good results.

Liquid soaps for household purposes usually contain a small percentage of potassium or sodium carbonate. The base for such soaps depends upon the quality of the finished product and the actual purpose for which it is required. Castor oil is a favorite owing to the fact that its soap is so readily soluble in water. Other oils yielding fairly soluble soaps are linseed, cotton seed, poppy seed, and any of the cruder distillates.

Up to 5 per cent of carbolic, cresylic, or tar acids may be added to the soap and will be found to give excellent results. No advantage arises from adding more than 5 per cent of either carbolic or cresylic acids; at the same time, it should

be borne in mind that soap itself, without any addition, is a highly antiseptic body. The writer in the course of his experience has been called upon to incorporate far more than 5 per cent of carbolic acid into soap; this can only be done by adding the necessary amount of sodium or potassium carbonate to neutralize the acids and so form sodium or potassium phenate; thus, it will be observed, no advantage is gained.

Lastly, for hospital use a special antiseptic liquid soap is made, using the finest quality of oleic acid and potash. The resulting soap may then be dissolved in either ethyl or isopropyl alcohol, diluted with ether, and to this is then added the requisite quantity of mercuric iodide dissolved in a solution of potassium iodide."

American Methods

THE American angle on liquid soap manufacture is outlined briefly by Benjamin Leavitt of Philadelphia. Besides outlining raw material requirements, methods, coloring, etc., he points to the broad increase in the manufacture and consumption of liquid soaps which have taken place in the United States. He stated in his article in *The Manufacturing Chemist:* "The greatest bulk is sold by insecticide and disinfectant manufacturers because its greatest single purpose is for hand-washing in lavatories. These manufacturers cover the requirements for the above mentioned products in hotels, restaurants, public buildings, theatres, and department stores. Another field requiring liquid soap is the barber supply trade. Considerable quantities are sold as shampoo, which is made in various concentrations, colors, and perfumes to suit individual requirements.

Sanitary liquid scrub soaps, for cleaning floors and walls, as a rule consist of corn oil-potash soap of about 20 per cent fat content. These are scented with pine oil, or sometimes with tar acids, to impart a sanitary odour. When made of corn oil and potash, a soap of 20 per cent fat content is quite viscous, considerably more so than one made with coconut oil containing an equal amount of fat. By far the greatest bulk of liquid soap is made with coconut oil and potash. Ceylon coconut oil produces an amber-colored soap, while neutral edible coconut oil is used to produce water-white soap. The U. S. Government specifications for liquid soap as set forth in Standard Specification ♯ 27 call for a clear solution of pure vegetable oil-potash or potash and soda soap containing not less than 15 per cent anhydrous soap.

To make this soap, coconut oil is usually saponified with potash; because this soap is very fluid and gives an instant lather. Fluidity is necessary so as not to gum or jell in the soap dispensing apparatus. There is just one fault with coconut oil soap; even though it is neutral to phenolphthalein, it seems to chap the hands; this is the usual complaint of office girls. Coconut oil has the highest saponification value of any of the oils (252 mgs. KOH are required to saponify 1 gram), and it is perhaps for this reason that its soap hydrolyzes to a greater extent than other soap, thus liberating greater amounts of alkali. To avoid this, a small portion of olive or other low titered oil may be used in the combination with coconut oil.

The very small makers of liquid soap usually buy coconut oil soap base. This is the same potash soap, but contains about 45 per cent total fat. They dissolve this base in hot softened water to the desired fluidity or concentration.

The large producer of liquid soap makes both the base and also the liquid product. The latter may be produced in kettle directly, as soon as the saponification is complete. To saponify 100 lbs. of coconut oil, 28 lbs. of 88 to 92 per cent commercial caustic potash are required. The caustic is generally made up to 28 Beaume. Such a solution will saponify an equal weight of coconut oil.

The oil is put into a kettle with an agitator; a crutcher may be used for this purpose. The oil is heated to 120° F. and the potash is added slowly. The mixture is stirred until the mass begins to show some translucency and uniformity. When picked up on a trowel, it will drop off like syrup when saponification has actively started. If base soap is desired, the mixture should be run into barrels at once, and the saponification will complete itself through the autogenous heat of the reaction. In the barrel, the soap should be allowed to rest undisturbed for at least 24 to 36 hours, or until the soap mass has cooled off. If the saponification has been completed, the soap will be transparent, neutral, and fairly stiff. Considerable experience is necessary to obtain uniformly good results, and preliminary tests on a small scale should be made in the laboratory. If the soap is too weak (deficient in alkali) it will be soft and cloudy, and make a turbid solution.

If liquid soap is to be made directly, it may be done in the same kettle, but as the soap begins to form, water should be added slowly with stirring so as not to produce a large "water ball." The latter is the bane of the soap maker. When lumps form, much vigorous boiling is required to dissolve them and make the finished liquid soap.

Of the requirements necessary to the production of liquid soap, a good supply of water of zero hardness is most important. Water containing calcium, magnesium, iron, alum, or such hardness-forming substances will produce turbidity due to the formation of insoluble metallic

(*Turn to Page* 67)

Fatty Acid Recovery and Purification

A Brief Discussion of Methods and Their Suitability

ONE of the outstanding technical developments in oil refining during recent years has undoubtedly been the removal of fatty acid from oils by distillation with steam under high vacuum. A number of processes have been developed and patented for this purpose. The important German process, and the one which is perhaps best known, was developed by Wecker and is covered in German patent No. 397,332. According to this process, oil is heated under reduced pressure to about 250 degrees C. This hot oil is atomized or blown into the apparatus in a fluid medium, which is as free as possible from air. Superheated steam or saturated steam forms a carrying medium for the oil. The particles of water that are sprayed into the heated oil are subjected momentarily to violent expansion, with the result that the oil acts as a vaporizer and superheater for the steam that is formed from the finely distributed particles of liquid. The result of this explosive vaporization within the oil is momentary removal and distillation of the fatty acids. This particular process has found considerable practicable application. For it yields, in the first place, pure fatty acids which contain no neutral oil, or only very little. In the second place, the removal of acid from the crude oil takes place without any appreciable loss of glyceride. These are naturally highly important advantages for the oil refiner.

An English process which is patented in British Patent No. 342,316 is used by Lever Brothers and also employs saturated or superheated steam for driving out the fatty acids from crude oils. The English process is continuous, just like the German process, so that very little oil is subjected to high temperature in a unit of time, and hence there is no danger of overheating and the like. There is still another German process, known as the Heller process which is likewise continuous, and in which superheated steam is exclusively used for removing the acids. However, in this particular process, esterification takes place during distillation, resulting in a combination of the glycerides with the light volatile fatty acids.

Furthermore, the German company, Lurgi Gesellschaft fuer Waermetechnik, has developed an important process for the same purpose. Here again, superheated steam is used under a high vacuum of 3 to 5 millimeters. The results in the greatest part of the fatty acids distilling over below 200 degrees C, and the remainder at a temperature which is only slightly higher than that. Steam from the boiler plant is used to heat the apparatus. On the other hand, it can also be heated by gas or oil.

From the theoretical standpoint, it is possible by all these methods, to remove all of the free acid from the crude oil. Nevertheless, according to Dr. H. Schoenfeld in *Die Seifen-, Oel- und Fettindustrie*, 1932, pages 136 and 137, it is only very seldom that the distillation of the fatty acids is carried out to such an extent in practice. The reason for this is that too much time is required for distilling the last traces of fatty acids. Furthermore, there is also another good reason, wherefore it is advantageous to leave a small part of the fatty acid behind in the oil. The steam distillation removes only the fatty acids from the oil and not the intrinsic impurities of the crude oil, such as the mucilaginous and resinous substances, the coloring matters, etc. These substances are easiest and most advisably removed from the oil by the action of sodium hydroxide. The soaps, that are formed in deacidifying the lyes, carry along mechanically a large portion of these impurities. Inasmuch as no simpler process of purification is known, it appears logical for this reason, not to push the de-acidification by distillation to the point of complete neutrality of the oil, but to finish the neutralization of the oil with sodium hydroxide.

What makes the distilled fatty acids so specially valuable is not only their light and almost pure white color, but also the fact that they consist almost exclusively of free fatty acids and contain no appreciable proportions of glycerides. Both of these facts make the fatty acids particularly suitable for the manufacture of soaps, for they can be used for the production of white soaps and the saponification process can be carried out with the aid of soda.

The fatty acids, that are obtained from soap stock by refining with lye are naturally not suit-

able, because of their dark color, for the manufacture of white soaps. Furthermore, inasmuch as they contain considerable quantities of glycerides, they are likewise unsuited for saponification with soda. Furthermore, when glycerine commanded a high price, it was profitable to subject these fatty acids and glyceride mixtures to splitting. However, inasmuch as the price of glycerin has markedly decreased during the past few years, the splitting of soap stock fatty acids, which naturally yielded much less glycerin than the neutral oil, was given up. However, (and this pertains to Germany, at any rate) the practice of splitting soap stock fatty acids has been newly resumed. This has been, nevertheless, not so much for the purpose of recovering glycerin as for making better technical use of the soap stock by recovering light colored fatty acids from it.

THE color of the fatty acids which are distilled from the soap stock is, however, not pure white from the very start of the distillation process. At first the fatty acids show a marked tendency to become dark. This is due to the fact that not only fatty acids, but also rather small quantities of other volatile impurities such as substances of aldehydic and ketonic character, decomposition products of the slimes, etc., pass over along with the fatty acids in the vacuum treatment of crude oils with steam. These substances, which are partially easily oxidizable and which show a tendency towards resinification, are responsible for the darkening of the distilled fatty acids. However, means were soon found for counteracting this disturbance and for stabilizing the distilled fatty acids. It is, consequently, possible today to obtain by distillation, pure and light-colored fatty acids even from the darkest colored soap stock fetty acids. In order to remove the substances that are responsible for the dark color of the fatty acids, the crude oils are subjected to a preliminary treatment. This consists essentially in separating the slimy substances. Quite a large number of processes have been proposed for this purpose.

The preliminary treatment consists in precipitating the slimes, etc., by the action of weak solutions of electrolytes or even by the action of water alone (hydration), by absorption of the slimy substances by means of bleaching earths and activated carbons. In the latter case, the crude oil is simultaneously bleached.

A new process which has been patented in British patent No. 341390, has been developed by the I. G. Farbenindustrie A. G. It has been found, that the slimy, resinous and albuminous substances can be removed from the crude oils when they are emulsified with liquids with which they are not miscible and which have no chemical action on the oil. The emulsification is advisable, carried out in turbo-mixers or similar equipment. The impurities then separate with the added liquid and can be removed from the oil by settling, filtration, centrifuging, etc. Examples of these liquids are water, aqueous solutions of electrolytes, formamid, glycerin, glacial acetic acid, etc. For example, 20 parts by weight of crude cotton-seed oil are agitated at 40 degrees C with two-tenths of a part by weight of formamid. The slimy substances precipitate after a short time, in such form that they can be removed by centrifuging. Then again 100 parts by weight of linseed oil are emulsified with two parts by weight of a one per cent cencentrated solution by sodium oleate in water, or 1,000 parts by weight of peanut oil are mixed in the emulsifying equipment with 5 parts by weight of water or one part by weight of activated carbon. After the impurities have settled, the oil is filtered. The fatty acids, which are distilled from oils treated in this manner, do not change in color at all. Hence, this problem may be considered as having been solved by this new process.

THE question has often been discussed as to what kind of crude oils can be de-acidified by distillation with steam. The point here is what fatty acid content the crude oils must have in order for these acids to be recovered by this process in a practical and profitable manner. Opinions are very much diversified on this subject, but it is, at any rate, unquestionable that the greatest part of the crude oils, that are worked up into edible oils do not contain sufficient free fatty acids to warrant their removal by distillation. Hence, the main source of the distilled fatty acids is crude oils of poorer quality, while on the other hand, the majority of the crude oils are today still neutralized in accordance with the old process in which lye is employed. The reason for this is that these crude oils contain only smaller amounts of free fatty acids.

Soap stock fatty acids naturally command a considerably lower price than the distilled fatty acids. The bleaching of soap stock fatty acids is, as is well known, extraordinarily difficult if not actually impossible. It is, therefore, advisable to convert the poor quality soap stock fatty acids by steam distillation into pure, light-colored, fatty acids, inasmuch as this process is simpler and more economical the higher the content of free fatty acids in the crude materials.

Both the Wecker and Lurgi processes are carried out along these lines and particularly in small installations. The soap stock fatty acids are subjected to fat splitting before distillation. It is natural that the distillation of the product

that is thus obtained and that consists of approximately 90 per cent of fatty acids, is more profitable than the distillation of the crude oils. The process is carried out in the following manner: The soap stock, just as it comes and without being previously decomposed by sulfuric acid, is split directly in steel autoclaves. Then it is decomposed with sulfuric acid and washed, and the crude fatty acids thus obtained are distilled. It is also possible to split the soap stock fatty acids in accordance with the contact process, and then the fatty acids are distilled. This method of utilizing soap stock for the purpose of recovering light colored pure fatty acids is also profitable for small plants. There are refiners that work up thirty tons of soap stock a day in accordance with this process.

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Liquid Soap

(*From Page* 63)

soaps. These do not settle out readily, and will even present difficulty in filtration.

The commercial water softeners using zeolite are much better than a makeshift arrangement which one may set up himself. Before drawing any water for use in making liquid soap, it should be tested for hardness and care must be taken that too much water is not withdrawn from the system lest hard water be drawn towards the end, when the zeolite should have been regenerated. Many makers go wrong in thinking that they are getting soft water at all times because it comes from the softener. The manufacturer of the water softener will guarantee a certain amount of soft water, but it should be carefully watched that the amount is not overdrawn before regenerating.

After the liquid soap is produced, color—if any—and perfume should be added, preferably while the solution is still slightly warm, because the perfume dissolves better in tepid solution. The color should always be dissolved in water before adding to the soap. The writer has found by experience that a 1 per cent aqueous solution of the dye is quite satisfactory. As depth of color and odor are matters of personal taste, it is difficult to give definite directions for coloring and scenting; it may be said, however, that perfume may be used from 2 cc. upwards per gallon of liquid soap. Care should be taken that the dye used will stand up in alkaline solution and that it should not fade too rapidly in sunlight.

The longer the soap stands, the clearer it will become, for precipitation takes place over a long period. However, under production conditions it may be impracticable to store larger volume of liquid soap to await complete precipitation. In winter the soap can be easily chilled, but under summer conditions refrigeration may be necessary. The soap should be chilled to about 40° F. and filtered through asbestos. The gravity type of filters have been found satisfactory, though slow. Pressure types will give speedier filtration.

Shampoos for the retail trade in America usually contain about 20 per cent total fat. They are made with or without the addition of color, the two predominant colors, being green and opalescent. These may be added either during the saponification or to the liquid soap. For some classes of trade pine tar is added and this should be incorporated in the base so as to produce a clear solution when dissolved. Cresylic acid is also added at times.

Some makers add small amounts of ethyl alcohol to shampoo in order to make it more brilliant. This is unnecessary if the soap is made according to the ideas outlined above.

Hard fats should be avoided in the manufacture of liquid soaps, because the stearine soaps tend to settle out on standing.

In America, considerable coconut-potash soap is used in the dry cleaning trade, for wet washing. When certain stains do not come out in the dry cleaning solvent, the garments are washed in a solution of coconut oil soap, using cold water. Other soaps would require warm or even hot water, which may cause shrinkage or running of certain dyes. This soap is also used in rug cleaning for the same reasons.

In conclusion, it is interesting to glance at the census reports of production of liquid soap in the United States. In 1921, 10½ million pounds were produced. In 1927, this production had increased to 25 million pounds. The latter figure would probably be higher if the total production of all the small establishments were known."

A German Viewpoint

FROM Germany, comes something of a different opinion where a liquid soap, manufactured from coconut oil and castor oil, and which it is stated requires *no filtering*, is recommended. We are naturally inclined to question that such a soap requires no filtration, especially for storage and sale during cold weather. An extract of the article which appeared in *Die Seifen, Oel und Fettindustrie*, follows: "It has been said that the only kind of a liquid soap that will remain clear and that will not deposit soap, particularly when the weather becomes cold, is one that contains a considerable percentage of alcohol. However, it is not desirable to make the product according to specifications which call for the use of alcohol. It is furthermore true that a small percentage of alkali in excess in the soap will keep the solution

clear, but there are obvious reasons why such a practice is harmful.

Various experiments have, however, shown that soaps, which are made from mixtures of castor oil and coconut oil, will remain clear in solution at low temperatures for a long time without there being any need of adding alcohol. The soap may for example be made from a mixture of five hundred parts by weight of Cochin-coconut oil, one hundred parts by weight of technical castor oil, first pressing, 315 parts by weight of potash lye of 50 degrees Be. concentration, five parts by weight of potash, forty-five parts by weight of turkey red oil, 60 per cent, and 150 parts by weight of water. After saponification and "fitting," the soap is diluted with distilled water to the desired concentration. Thus, for example the soap, which is obtained from the aforementioned proportions of fats and alkali, will have to be diluted to approximately 4,800 parts by weight in order to give a commercial soap solution, containing thirteen per cent of fatty acids. About one per cent of an alkali-resistant perfume may be added. The soap does not have to filtered. It is allowed to stand for eight to ten days and then the clear liquor is drawn off from the tank.

The soap solution may be made from grained soap as well, as bought on the market. This is particularly desirable in the case of small plants which do not want to be bothered with setting up cooking equipment and the like. The grained soap should be a highly concentrated solid potash soap. This need simply be dissolved in warm water only, in order to give a liquid soap, ready for use, after settling. From about 2.2 pounds of the grained soap and nine pounds of water, there are obtained a soap solution of approximately twelve to fourteen per cent concentration, which can be perfumed in any suitable manner. The concentration of the soap may be easily varied by the addition of more or less water. When glycerin is added as well, a product can be obtained, containing thirty per cent fatty acids. Such a soap is quite viscous. It is not advisable to make the soap in a viscous state by the addition of such substances as potash, potassium chloride, sugar, gum tragacanth and the like, for all ingredients of this sort tend to impair the lathering quality of the soap. They also make the soap solution turbid and under certain conditions render the soap harmful to the skin. *Die Seifen, Oel und Fettindustrie,* 1932, page 159."

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The plant of Synthetic Products Co., Cleveland, stearates, was destroyed by fire late in May, with damage estimated at $35,000.

Effect of Conditions on Sulfonation

The influence of sulfonation conditions, such as temperature, quantity of sulfuric acid used, and duration of the action on the reactions which take place during the process, was studied for the simple substances oleic acid and oleic alcohol. In the case of oleic acid the addition of the sulfuric acid to the double bond at room temperature reaches a maximum within the first hours of the reaction. As the action of the acid on the oil is allowed to proceed longer, the content of organically combined sulfuric acid is decreased. This saponification, which leads to the formation of oxystearic acid, is greater, the more sulfuric acid is used. The oxystearic acid is esterified in greatest part. Likewise, high temperatures and prolonged action favor the formation of oxystearic acid. At zero degrees C, the addition of sulfuric acid is slower. This is practically the sole reaction at this temperature. Only very little oxystearic acid is formed even after twenty-four hours. The sulfonation goes farthest at low temperatures, because the saponification of the sulfuric acid ester takes place very slowly.

Oleic alcohol is sulfonated both in the double bond as well as in the hydroxyl group. The sufonation is slower than that of oleic acid. The addition of sulfuric acid to the double bond is very little dependent on the temperature within the range zero to 40 degrees C. The esterification of the hydroxyl group, on the other hand, depends largely on the temperature. This process is very slow at low temperature and is markedly accelerated by rise of temperature. At higher temperature, particularly when forty per cent sulfuric acid is used, sulfuric acid is split off again from the molecule. C. Riess. Coll. 1931, page 557.

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Whale oil production in the Antarctic for the season which ended late in March was only 750,000 barrels, as against approximately four million barrels for the previous season. No definite agreement has been reached as yet among the different whaling companies with regard to next season's plans. The present status of the oils and fats markets makes an early decision problematical. The two Norwegian companies that brought suit against a large English soap maker to test the validity of a contract by the latter to take delivery of the abnormally large amount of whale oil produced during the 1930-31 season, have lost their appeal in the higher English court.

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Imports of crude glycerin into United States during March, 1932, totaled 614,526 lbs., worth $23,511. Imports of refined glycerin were 146,536 lbs., worth $9,185, during the same period.

Say you saw it in SOAP!

ON PRODUCTS AND PROCESSES

A new detergent is made from a vegetable seed meal base, containing cellulose and protein. This base is treated with acetin. Protein is added and the mixture is treated with a small proportion of alkali in order to convert the protein matter into amino fatty acids. Starch is then added to this mass. There is finally added a saponified product made by the action of sodium carbonate, sodium bicarbonate and sodium phosphate on saponifiable fats. The mixture is then thoroughly mixed and allowed to harden. Louis T. Bussler. Canadian Patent No. 318,484.

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The rancidity of fats and oils is determined by a new method which consists in dissolving the fat or oil in carbon tetrachloride, adding acetic acid and potassium iodide and titrating the iodine liberated with sodium thiosulfate solution, or adding excess of sodium thiosulfate solution and titrating back with potassium bi-iodate. The number of cubic centimeters of hundredth normal sodium thiosulfate used is called the degree of rancidity and the milligrams of iodine the rancidity number. It was found that surface layers of the oil or fat in storage became rancid more quickly than inside layers. It therefore follows that storage should be made with surfaces as small as possible. Lajos Szahlender, *Magyar Gyogyszeresztud Tarsasag Ertesitoje*, volume 8, 58 to 69, through *Chemical Abstracts*, volume 26, page 1814.

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Non-efflorescent, floating soaps are made from freshly prepared curd soap which is melted down with or without the addition of a small quantity of water. The mass is then boiled or the temperature is raised at least to such a point that small bubbles of steam are formed and distribute themselves uniformly through the mass. The soap is then cooled in the usual manner. W. Ottmann. German Patent No. 407,257.

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Powdered soap is made by atomization of curd soap. The latter is mixed with a solid, salting-out electrolyte. Heating is effected by the direct introduction of steam, or by direct contact with a fire, or by means of a steam jacket in which cases a concentrated solution of the electrolyte is added. The atomization or comminution of the soap is carried out only after the desired temperature has been reached, and after removal of the spent lye. Dr. Adolf Welter. German Patent No. 516,903.

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Small additions of rosin to the soap base are claimed to have a pronounced protective action in preventing the soap from becoming rancid. The quality of the soap is also improved. It was observed that when free fatty acids were added to a rosin-fat grained soap, and the entire mass boiled for one hour, the free fatty acids at the end of this period were for the most part rosin acids. The addition of only two to three per cent of rosin soap prevents rancidity of the soap which is due to the presence of free fat. The addition of three per cent of rosin soap to soaps, which contain drying oils, has no bad effect on them at all. C. Bergell. *Zeitschfirt fuer Oel und Felt Industrie*, volume 25, pages 233-4.

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A compound, made from methylhexalin and potassium oleate, is used for the manufacture of cheap transparent soaps. The soap is first made from equal parts of tallow and coconut oil, and the final mixture contains fifty to one hundred parts of the aforementioned compound. When first made, the soap is soft, but it hardens in storage. H. Kasarnowski. *Seifensieder Zeitung*, volume 25, pages 365-6.

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A new detergent, particularly suitable for textile purposes, contains two hundred parts of sodium butylnaphthalenesulfonate, fifty parts of dipentine and 180 parts of calcined sodium carbonate. United States Patent No. 1,843,316. I. G. Farbenindustrie A. G.

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Tallowy odors and flavors are caused by oxidation of edible oils and fats. Various aldehydes are claimed to be responsible. A new test has been developed for detecting the presence of these aldehydes. Experiments were carried out to determine the best composition of the new reagent and the method of procedure which gives the best results. A rosanilin reagent is used which is twenty times as sensitive as the Kreis test or the Schiff reagent. It is specific for fatty glyceride aldehydes. In making the test, the fat or oil is dissolved in petroleum ether and the solution mixed with the rosanilin reagent and the color

measured. Tests were made on a large number of oils, including coconut, palm, whale, butter oil, corn, suet, etc. Arbitrary specific color units are used to express the results of the new test and these units are called fat aldehyde values. H. Schibsted. *Industrial and Engineering Chemistry, Analytical Edition*, 1932, pages 204-208.

—o—

A mixture of coconut oil, palm kernel oil, etc., with not more than 35 per cent of other fats—or the oils used alone—is employed for the manufacture of a soft soap by saponification with caustic potash which does not contain more than 2.4 per cent of ingredients possessing salting-out properties, such as chlorides, etc. The quantity of water added is proportioned in such a manner that a yield of 200 to 300 per cent is obtained in the transparent product. K. Henschel. British Patent No. 346,389.

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Fuller's earth is successfully used for the removal of the greenish color in tallow. Ten to fifteen per cent of the fuller's earth is employed, the tallow being treated with it for one hour at a temperature of 130 to 140 degrees C. After digestion of the tallow, the latter is filtered off from the fuller's earth. It has been found that this method is cheaper than bleaching with air or oxidizing agents and more rapid than bleaching with chlorine. F. E. Chapman. *Chemical Engineering and Mining Review*, volume 23, page 335.

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An opening is left in the cake of transparent soap for inserting advertising paper or card, this being done before the soap is finally shaped. The result is that the advertising card is firmly fixed to the soap cake. A machine is described for slitting soap cakes. Iolas and Weil. French Patent No. 567,766.

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Highly sulfonated oils are bleached by the action of ozone or ozonized air. Thus for example one hundred kilograms of a sulphonated castor oil, in which 91 per cent of the fatty acids have been sulphonated, are treated with ozonized oxygen containing five to seven per cent of ozone, until the desired bleaching effect has been attained. This takes approximately a half hour to several hours, depending on the intensity of the original color and also on the rapidity with which the ozone is pased through the oil. H. Th. Boehme A. G., Chemnitz, Germany. German Patent No. 541,090

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Exports of caustic soda from United States during March, 1932, totaled 9,202,955 lbs., worth $208,307. The largest buyer was Japan with purchases totaling 3,096,100 lbs., at $51,062.

Thiosulfate in Liquid Soaps

When glycerin, alcohol, sugar and potash solutions are used in the preparation of liquid soaps, these substances being added to the potash soap, the cost of manufacture is considerably increased and furthermore, the product obtained is not always suitable or convenient for use in soap dispensers. The same purpose for which these ingredients are added, namely to prevent the jelling of the soap, is accomplished in a much more economical and effective manner by the addition of ammonium thiosulfate to the potash soap. This chemical may be added either dry or in solution, or it may be formed right in the soap by the addition of suitable reacting chemicals thereto. The soaps obtained do not gelatinize, are clear, very fluid, lather well and are cheap. An example of making such a product consists in starting with five hundred parts by weight of coconut oil and sixty-five parts by weight of caustic alkali of 38 degrees Be. After saponification is complete, a warm solution of 250 parts by weight of ammonium thiosulfate in 1,750 parts by weight of water are stirred into the soap. The mass is then cooled and filtered to remove impurities. When the ammonium thiosulfate is to be made right in the soap mass, sodium sulphite and ammonium carbonate are added thereto. Henkel & Co. G.m.b.H., Duesseldorf, Germany. German Patent No. 500,627.

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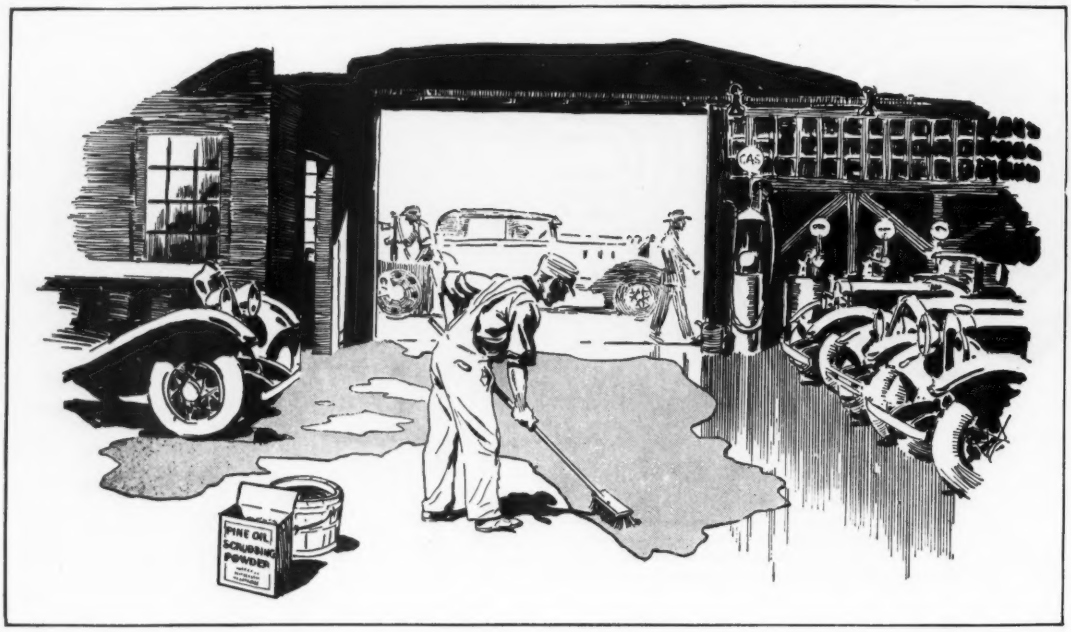
"Modern Soap and Detergent Industry"

When the first edition of this book was brought out, the author, Geoffrey Martin, called attention to the fact that there was no composite work on the manufacture of soaps and detergents in existence at the time. There was then a definite need for such a treatise. Since then, this splendid book has amply shown its worth, as it has been accepted as the standard work on the subject in English-speaking countries. Now a second and enlarged edition has appeared in which the most important recent developments in soap-making are included. The new edition covers two volumes, volume I on the theory and practice of soap making, and volume II on the manufacture of special soaps and detergent compositions. The work is well known to all who are interested in soaps and detergents. It contains a great mass of information in readily consultable form. It is a work based on actual practical experience and hence is of the greatest value to the practical soap maker. Published by Crosby Lockwood & Son, London. American representatives D. Van Nostrand Co., New York.

INSECTICIDE AND DISINFECTANT SECTION

A Section of SOAP

Say you saw it in SOAP!



FOR CLEANING THE DIRTIEST SURFACES

Powdered scrubbing soaps, containing Yarmor Steam-distilled Pine Oil, readily clean garage floors and other surfaces where oil, grease, and dirt accumulate.

Yarmor imparts desirable properties to scrubbing soaps, in which it is an ingredient, because Yarmor not only is a solvent and detergent—it is also a disinfectant and deodorant.

Powdered scrubbing soaps containing Yarmor are in demand wherever tough cleaning jobs are to be done in a hurry.

Steam-distilled Pine Oil
Steam-distilled Wood Turpentine
Wood Rosin
Alpha Terpineol
Commercial Abietic Acid
Abalyn (Methyl Abietate)
Nitrocellulose
Chemical Cotton

HERCULES NAVAL STORES

HERCULES POWDER COMPANY
INCORPORATED

961 Market Street....Wilmington, Delaware

Branch Offices...Chicago...New York...St. Louis...Salt Lake City...San Francisco

Hercules Powder Company, 961 Market Street, Wilmington, Delaware.

Please send a sample of Yarmor Steam-distilled Pine Oil ☐

Please send information regarding Yarmor Steam-distilled Pine Oil for powdered scrubbing soaps. ☐

Name..... Company.....

Street..... City..... State.....

QQ 23

Say you saw it in SOAP!

CAMERA TELLS TRUE STORY

These Photographs Show How Our Exclusive Laboratory in Japan Selects the Best Pyrethrum Flowers by Assaying Before Shipping to Our Pyrocide No. 20 Plant

1. UNLOADED

Straw sacks of pyrethrum flowers, just in from the fields of Japan, being unloaded at the freight station in Kobe.

2. STORED

Sacks piled high up to the ceiling in "Go-down," or storage room, immediately after their arrival by rail.

3. SAMPLED

Representative of our exclusive laboratory taking samples of lots offered.

4. EXTRACTED

The same chemist in our exclusive laboratory is making a "Soxhlet" extraction from one of the samples.

5. TESTED

Sample undergoes final colorimeter test by Mr. Argall, director of Hill Laboratory. Flowers must show at least .90% pyrethrin content to meet standards of Pyrocide No. 20.

6. SACKED

O. K.—this batch passed the test. So the flowers are packed in special sacks, known as "amperas," to be baled..

7. BALED

Hydraulic press squeezes four amperas together to form a bale. Flowers are ready for their long sea voyage to the U. S.

8. ALL SET

Here's the finished bale—packed, marked and numbered. Thousands of bales like this were shipped last year to the McLaughlin Gormley King Co.

9. U. S. BOUND

Off to the ship! This wagon of pyrethrum flowers will soon be converted into Pyrocide No. 20, the only truly standardized pyrethrum extract on the market today.

Say you saw it in SOAP!

ABOUT PYROCIDE NO. 20!

These two typical reports from our Japan laboratory speak for themselves. Unless pyrethrum flowers have at least .90% pyrethrins, we refuse to use them for Pyrocide No. 20. Rejected flowers undoubtedly appear on the market as "fair average quality."

HIGH KILLING POWER NEVER VARIES . . . .

not even now when year-old pyrethrum flowers have lost 30% pyrethrin content

RIGHT NOW the 1931 crop of pyrethrum is almost a year old. The flowers having lost about 30% of their original pyrethrins, are running low around .65%. This means that an extract containing 20 lbs. of flowers per gallon has only about 1.50 grams pyrethrins per 100 cc.

No matter how low in pyrethrin content average flowers may be running, flowers selected for Pyrocide No. 20 must have at least .90% pyrethrins to pass the rigid tests of our exclusive laboratory in Japan. These flowers are assayed finally just before percolation, as a double check to make sure that Pyrocide No. 20 is standardized at 2.15 grams per 100 cc.—even if it takes 30 lbs. to the gallon.

Apparently several manufacturers of concentrate are taking for granted that pyrethrum flowers are constant in pyrethrin content. How do we know?—because we have just given the Peet Grady test to every brand of recently manufactured extract we could obtain. Not one showed more than 43% kill when diluted according to directions. Yet, Pyrocide No. 20 gave the usual standardized kill of 66% or more, when diluted with the same oil, under the same conditions!

Now is the time to test your extract by the Peet Grady method. There are many laboratories not associated with any insecticide manufacturer that run this test for a reasonable charge.

Don't be fooled by imitations. Insist on true standardization. *Watch the color.* When diluted, Pyrocide No. 20 makes a yellow insecticide which is characteristic of direct extraction of the flowers.

Pyrocide is shipped in drums of 5, 10, 15, 30 and 53 gallons. Warehouses in New York, Los Angeles, Minneapolis and many foreign cities. We can also supply you pyrethrum flowers with known pyrethrin content in whole, ground or powdered form.

***Write today,* McLAUGHLIN GORMLEY KING CO., 1715 Fifth St. S.E., Minneapolis**

Pyrethrum Specialists Since 1901

PYROCIDE No.20

STANDARDIZED EXTRACT OF PYRETHRUM FLOWERS

Say you saw it in SOAP!

INSECTICIDE AND DISINFECTANT SECTION

A Department of SOAP

SOAP is official publication of *The Insecticide and Disinfectant Manufacturers Association.*

Harry W. Cole, Holbrook, Mass., Secretary.

Insecticide and Disinfectant Mid-year Meeting Held in Chicago

THE Eighteenth Annual Mid-Year Meeting of the National Insecticide & Disinfectant Manufacturers Association closed May 24, after a two day session at the Edgewater Beach Hotel, Chicago, with a registration of 160 representatives of member and guest firms. The regular meeting was preceded by a golf tournament and meeting of the Board of Governors on Sunday, May 22. Important matters discussed and decisions reached by the Association included a change in the name of the organization by prefixing to the old name the word "National," a change in the method of selecting a nominating committee, and the nomination of officers at annual meetings hereafter, and a change in the basis for membership and selection of the Board of Governors. Insecticide marketing abuses, the quality and price conflict in insecticide sales, changes in the Association standard for liquid insecticides, disinfectant testing, labelling and new proposed legislation, disinfectant and insecticide sales and advertising methods, antiseptic and germicide nomenclature were among the subjects discussed.

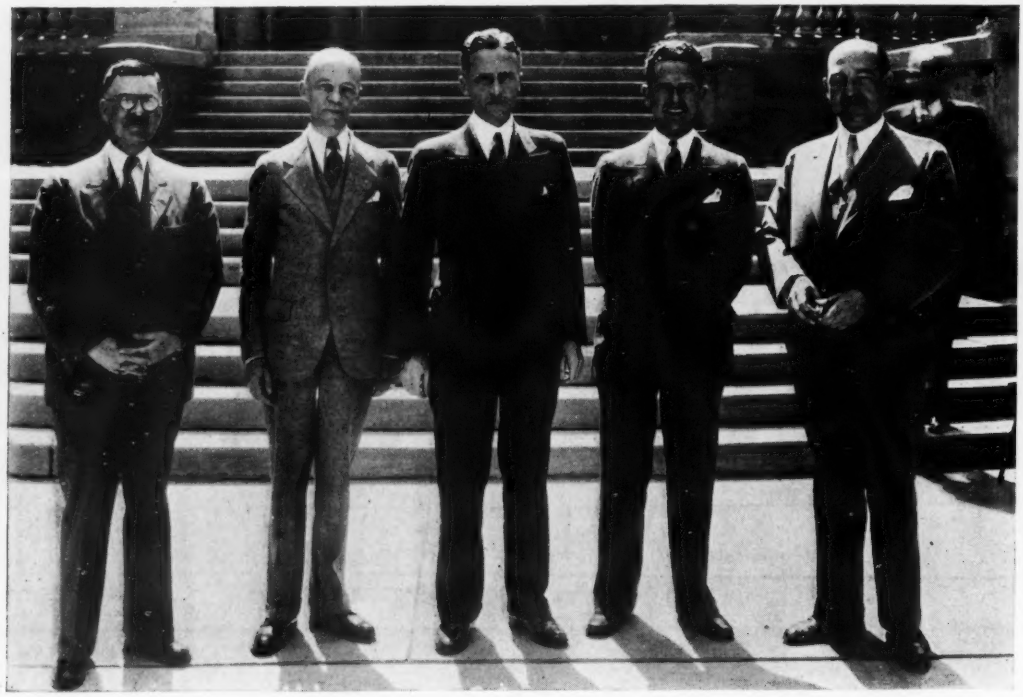
Following the formal opening of the meeting by President Evans E. A. Stone, Vice-President Peter Dougan took the chair, and Mr. Stone read his report:

"Fourteen major depressions have marked the financial history of the United States. Each was attributed to novel causes. Permanent disaster and complete breakdown of civilization were said to impend. But thirteen times depressions were followed by periods of unexampled prosperity. The thirteen depressions have averaged something under three years. Some of us, even in the insecticide and disinfectant business, have the temerity to believe that 'it won't be long now.'

"Through economic or industrial planning, business today seeks to reduce the severity of business fluctuation. And every plan for control of the extent of the ups and downs of business has assumed the trade association as a necessary unit in the program of control. According to the Trade Association Department of the Chamber of Commerce of the United States a strong representative trade association in each branch of industry is essential to industrial planning; and without adequate statistics there can be no industrial planning. Statistics do not take the place of business judgment. Sales estimates do not produce sales. Facts are not accomplishments. But profits in business today more and more depend upon the control and use of detailed essential facts. A recent survey discloses that no statistical activities are carried on by 30 per cent. of the associations in the field of manufacture or by 50 per cent. of those in the field of distribution.

"Let us give heed to the suggestions for accumulating more facts in connection with our business as they are brought out in the program that lies before us. Football games this fall will be played according to the new rules, 1932 edition. Open competition on the golf links will be conducted with a new ball, 1932 size and weight. Some drastic changes have occurred in the rules of business that existed in 1929. We shall do well to try to discover and familiarize ourselves with some of these changed rules as we may find them in 1932-33.

"In a recent address Mr. Frederick M. Feiker, Director



The officers of the National Insecticide & Disinfectant Manufacturers Association photographed at the Chicago meeting, May 23 and 24. Left to right: Peter Dougan, 1st vice-president, Merck & Co.; Harry W. Cole, secretary, Baird & McGuire, Inc.; Evans E. A. Stone, president, William Peterman, Inc.; John Powell, treasurer, John Powell & Co.; Samuel H. Bell, 2nd vice-president, Koppers Products Co.

of the Bureau of Foreign and Domestic Commerce, quotes a friend who characterized the present era of business management. He called it the 'era of the passing of the stuffed shirt.' Men who have been built *by* their businesses in the last ten years are being called upon to demonstrate whether they can build their businesses. 'In every industry,' continues Mr. Feiker, 'the firms which have been called No. 1 are striving to hold that position against firms that have been called No. 3 or No. 4. During the next two years there will emerge from our present business situation a new group of business leaders, tried in the fire of the realities of the present.'

"Mr. W. J. Donald, Vice-president and Managing director of the American Management Association, writes in an article in *Forbes* magazine: 1. That technological developments will create stiffer competition between companies and between whole industries than we have ever before experienced. 2. That, except for short term corrective movements, the trend of the general price level will be gently downward for ten, fifteen, or twenty years. 3. That, in order to do business profitably, all industries will have to find new lower levels of costs—costs of production and of marketing, and costs of financing and administration. 4. That, except in those lines of business in which the merger movement has about run its course, we may expect to see a vigorous renewal of consolidations and consequently an increasingly larger scale of corporate organization. Most trade association activities, he continues, will have their value greatly increased 'if their significance is given a positive cost reduction direction rather than a negative and futile indirect price maintenance objective.

"This plan finds expression in the program of the New York Trade Association executives for the year 1932, a program built on the assumption that the job of the trade association is cost reduction rather than price maintenance. From its program I excerpt the following: 1. Reducing marketing cost through sales cost accounting that will give information regarding sales cost by lines, by territories, by dealers, by salesmen, and by processes of marketing such as advertising, personal selling, effective pricing policy. 2. Reducing marketing costs through sales training courses, cooperative market research, limitation of dealer advertising allowances, elimination of sales wastes due to trade abuses. 3. Reducing manufacturing costs through such activities as simplification, standardization of materials, standardization of products, standardization of methods, standardization of designs, improved equipment, and technological research.

"Dr. Stewart C. McLeod, Secretary of the National Association of Cost Accountants, says in the *New York Times*, 'Coming down to basic facts there are only five primary functional divisions in business, namely, purchasing, manufacturing, selling, financing, and in some cases engineering. Since the close of the war, however, these functions have been buried in a maze of new services and administrative divisions which have grown up without any definite plan and which have in many cases obscured the simple processes of industry. The result is that many organizations developed haphazardly, new departments were created without much reference to those already in existence. Clear cut lines of authority and responsibility were lacking and a great deal of overlapping ensued.'

"He cites a number of examples of the uncoordinated growth of management personnel during prosperous times and concludes, 'The realization of this situation is one of the most valuable lessons which we have gathered from the depression. The depression added the necessary pressure to force a reorganization of duties and personnel, the need for which had been recognized long before.' Remember the farmer who was being solicited by a magazine salesman, who assured him that the publication would teach him how to farm better and more profitably. 'Hell,' the farmer replied, 'I don't farm half as good as I know now.'

"In the course of a discussion of a recent meeting

of the Taylor Society, Mr. Alden C. Brett, comptroller of the Hood Rubber Co., Watertown, Massachusetts, gave the following as the first principles of administrative control: 1. You must know the facts concerning current operations, reports, balance sheets, profit and loss statements, ratio statements, statements of cash position, etc. 2. You must know the facts about the field in which you operate, involving commercial research, knowledge of the potential demand for your product, who your customers are, where they are located and how they can best be reached. 3. You must know a good deal about the outside forces which affect your business; its status in general industry, whether in a growing or declining field; its relation to supplementary products, substitutes; its relation to the whims of fashion, the condition of the weather and matters of a similar kind. 4. You must know the relation of your own business to competition, what proportion of the market you serve, the names and character of your competitors, where they are strong and where they are weak, whether they are cooperative or antagonistic. You must know a good deal about your industrial trade association, if you have one. 5. You must know all there is to know about your product; not only your own product but about allied products. Besides these, Mr. Brett recommended the following other principles: 1. Have a plan; 2, set up standards; 3, make it simple; and 4, find the right people.

"Ernst & Ernst, accountants and auditors, in a recent bulletin from their Washington office make the following observation: 'Selling below cost in an effort to maintain volume of production is one of the common expediencies during business depressions. Managements believe thereby they cut down their deficits. In a short range sense they may do so, but in the long pull they may actually create more loss, for by whatever margin below cost they sell, to this extent they dissipate their accumulated assets. Furthermore, they produce a competition which is unfair to competitors as it is unwise for themselves.

" 'Restoring of prosperity can not be done by any patent panacea, or vague economic or political plan. It is primarily a personal responsibility. The sooner each business executive works out a balanced position, the sooner improvement will take place. Prosperity is represented by an excess of income over expenses. The physical and mental state of depression is created largely by an excess of expense over income.'

"Dr. Julius Klein, Assistant Secretary of Commerce, offers the following ten commandments for restoration of prosperity. These are: (1) Don't attempt to make the wage earner bear the brunt of readjustments; (2) Don't be influenced by unfounded rumors; (3) Don't be a victim of mass mania again; (4) Don't compare peaks with slumps for both are abnormalities; (5) Don't fail to take advantage of new technique in business; (6) Don't fail to continue cultivation of foreign markets; (7) Don't attempt to operate with obsolete equipment; (8) Don't reduce research in marketing; (9) Don't fail to remain active in trade associations; and, (10) Don't hold the depression at fault for every unfavorable economic occurrence since 1929.

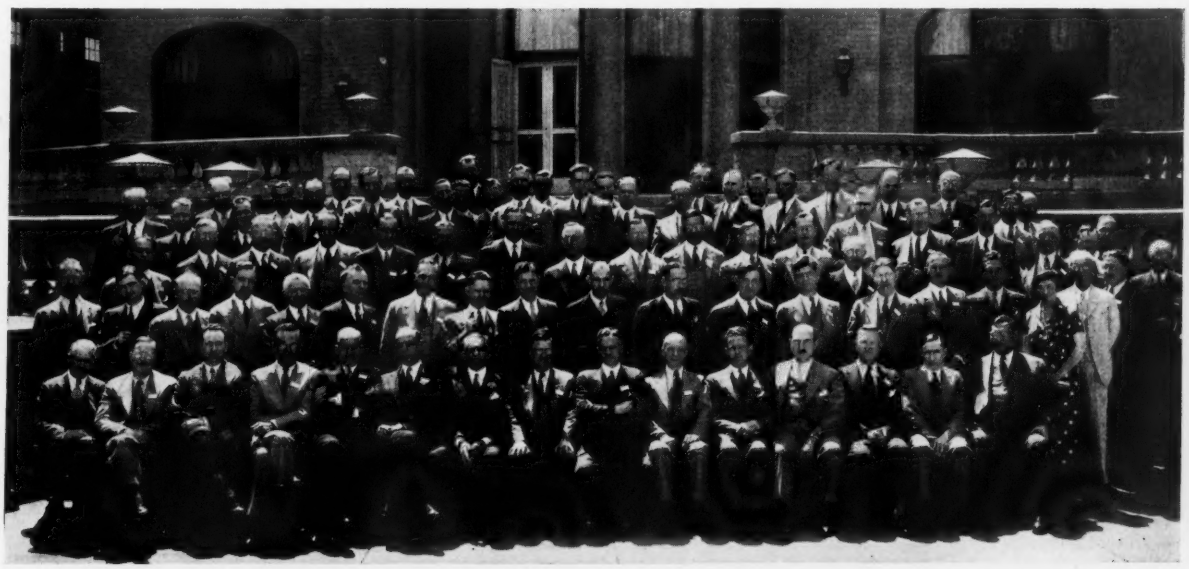
"Speaking of foreign markets, we hear a great deal today of the paralysis of exports. Yet Secretary Lamont points out that instead of having lost any of its foreign trade prestige in 1931 the United States led the world in exports during that year of economic stringency, and goes on to say 'although the value of exports in 1931 was 37% smaller than in 1930 this falling off was due in large part to the drastic price declines during the year. In actual quantity exports declined 20% or only slightly more than the decline in domestic business.'

"In the current issue of *Nation's Business*, Jesse Rainsford Sprague quotes a nationally known corporation executive as saying, 'When we get through with this storm, American industry will make more operating at 80 per cent. of capacity than it ever did before going at even 100 per cent.' Mr. Sprague has interviewed a large number of executives on the subject 'How Can a Business Earn Profits on Two-thirds of Its 1929 Volume?' He finds many who have actually attained that objective. In practically every case this was accomplished by eliminating extravagances and shifting policies to conform to present conditions.

" 'Sensible business men,' he writes, 'have concluded that no miracle is in the offing. Probably it will be a long time before business reaches pre-1929 volume, but prosperity does not depend altogether on volume. When general business shows a profit, there is prosperity. And enough business is going on even now to show a profit. When enough business men adjust their operations to present conditions there will be no need of a miracle.'

"While business thus tightens its belt, shall Government do less?

"In an address before the Chicago Association of Commerce, Col. Robert R. McCormick, editor and publisher of the *Chicago Tribune* says, 'Our states, counties, and cities



Convention group on the terrace at the Edgewater Beach Hotel, Chicago.

divide into two classes, the bankrupt and the about-to-become bankrupt. Chicago, Detroit, and Philadelphia are the best known of the former class; of the latter New York City is utterly insolvent. With a debt approaching $2,000,000,000, an outgo far exceeding income, she is increasing her expenditures constantly. Her budget for 1932 was $631,000,000. Since 1920 our largest city has more than doubled its budget. This year's deficit will reach $100,000,000 by June.'

"Hope springs eternal! As this is written, word comes that New York City has placed on its 'suspense calendar' a new $78,000 Lion House for Prospect Park.

"According to the December estimate of the Secretary of the Treasury, the expenditures of the larger departments and commissions of the National Government will for the fiscal year ending June 30, 1932, exceed by $1,231,000,000 those of 1927, when industrial activity was nearest its peak and when prices of substantially all commodities were considerably above those of today—an increase of 63 per cent.

"To finance these ever increasing disbursements Congress plans huge additional taxes to be paid for out of the already shrunken income of prostrate industries and individuals. Taxes levied upon corporations and other producers increase the cost of their products. Higher costs lessen sales, slow down industry, increase unemployment and want; all of which drive costs still higher and still further increase distress.

"As business men we should impress upon our Senators and Congressmen the necessity of balancing the National budget by reduction of expenditures through efficient operation and the curtailment of non-essential services and functions.

"Business has reduced its expenditures. Government should do no less."

The Secretary Reviews the Year

FOLLOWING the report of the President, the report of the Treasurer was made by John Powell, who also reported for the Membership Committee, stating that the membership of the Association was still growing in spite of general business conditions. The Secretary, Harry W. Cole, then gave his semi-annual report as follows:

"Since our last annual meeting in December, thirty-eight bulletins have been issued by the secretary's office. Twenty of these have described pending State legislation; ten had reference to bills introduced in Congress; thirteen pertained to Foreign Trade; six to our mid-year convention; two to paradichlorobenzene, and one each to legislative service, the so-called Terry Patent, government statistical data, information for the national census, President Stone's committee appointments, the printing of Dr. Patterson's report on Nomenclature, and Liquid Soap Specifications. Bulletins have also been issued on the subject of testing methods, insecticide referendum and membership certificates. A few of the state and national legislative bills have proved somewhat troublesome, but we are glad to report that all have been successfully combated and have either failed of passage or have been so amended that our interests are not adversely affected.

"Within recent months we have lost one active member and one associate member as a result of conditions beyond their control. In the meantime we have added five new members, making our present membership one hundred and six (106), the largest number we have ever had. A most cordial welcome is extended to those new members and we sincerely hope that they will find affiliation with us to be both pleasant and profitable. Our new as well as our old members are urged to attend regularly all meetings of the Association, that they may have a voice in our deliberations and help with their constructive thought and suggestion.

"You have just heard our Treasurer, Mr Powell, report on our financial condition, and from the figures he has presented you will realize, and we hope with very considerable satisfaction, that the Association is functioning well within its income and is able to add something to its surplus. More than 90% of our members have their dues paid in full which is accepted as an indication of the value attached to membership in this Association.

"Your special attention is directed at this time to Dr. Patterson's report on Nomenclature which is being printed in this month's issue of The American Journal of Public Health. Reprints of the report are available at 5 cents each in any quantity and you are requested to place your order for as many copies as you will need. This report is quite an exhaustive one and deals with the Nomenclature used by the Insecticide and Disinfectant industries. It is a valuable paper to have and should be read carefully by your own executives, members of your sales force, and by your principal customers.

"Our industry, like most others, has keenly felt the effects of the economic conditions over the last two and one half years, yet with a courage that deserves emulation, it still survives. Its members have a confident air and a definite determination to make things better in the days to come. There is now, as always, a very real need for close cooperation and mutual understanding if trade abuses are to be kept at a minimum.

"We continue to enjoy the most friendly relations with the government officials at Washington as well as the secretaries of trade organizations having interests in common with our own. We regularly receive the bulletins issued by a number of National trade bodies and from these and other sources we obtain information which is passed along to you whenever it is considered of particular interest.

"Several months ago by your vote you voiced your approval of a Minimum Insecticide Standard which had been submitted by the Committee on Insecticides. This standard has provoked rather wide and favorable comment and it seems to be generally agreed that the adoption of a standard was a move in the right direction. The revised Peet-Grady method has been published in full in *Soap*, our official journal, and various laboratories equipped to test insecticides are now providing themselves with the necessary paraphernalia.

"Last month Senator Copeland of New York introduced in the United States Senate, bill No. 4370 at the request of the Special Committee appointed two years ago by President White to draft an amendment to the Federal Insecticide Act of 1910 to provide for the testing of disinfectants by bacteriological means. The provisions of this bill are no doubt familiar to all inasmuch as it was bulletined and copies mailed to every member as well as those outside the Association who were thought to be interested. A little later we submitted to all members a copy of Federal Specification No. P-S-618 for Liquid Toilet Soap requesting that you indicate your approval of this specification and whether you favored its acceptance as the American Standard by the American Standards Association. Here is a triple attempt to standardize the three principal classes of products in which the majority of our members are interested. The Copeland bill represents the first attempt ever made by our Association to introduce legislation having as its purpose the uplift of our industry. Heretofore we have confined our activities to combating or protesting legislative bills which seemed to adversely affect our interests.

"During the course of this convention, you will be called upon to vote on several proposed amendments to our Constitution and By-Laws. One seeks to change the procedure heretofore followed in the choice of a Nominating Committee. Another involves a change in our fiscal year and a third deals with a change in the name of the Association by adding to the corporate title, the word 'National' to indicate that the scope of our activities as well as the membership is national in character rather than sectional or local.

"President Stone, whom you elected last December to guide the destinies of our Association, has devoted a very considerable amount of time, thought and energy to its

affairs. He has taken a keen interest in all that pertains to the various branches of the industry, has attended a number of meetings of other associations where subjects of interest to us were being discussed and has brought about a considerable reduction in the cost of our legislative service. Your Secretary has been in almost daily touch with Mr. Stone by correspondence and several times within recent months personal conferences have been arranged to discuss and formulate solutions to Association problems.

"To summarize, your Secretary is glad to report the affairs of the Association are in most satisfactory condition, that we are gaining rather than losing in membership, that as a result of our activity in bringing about standardization of the products we represent and the constructive efforts that are being put forth to eliminate those things which heretofore have operated against our growth, we are adding to our prestige and influence and are receiving the wholehearted cooperation of government officials as well as trade bodies whose interests are somewhat akin to our own."

Insecticide Committee Reports

THE report of the Insecticide Committee was read by Dr. Robert C. White, in the absence of Charles P. McCormick, Chairman, who is in Europe. The report stated:

"Last December our report was based on the construction of a building. It was divided into five divisions: Clearing Plan, Excavation Plan, Concrete Foundation Plan, Structural Steel Plan and Floor Plan. Since that time three of those fundamental plans have been started and we are happy to report that a definite standard for general household insecticides has been accepted and passed by the Standardization Committee, the Board of Directors, and finally ratified by the association as a whole, with but very few dissenting votes.

"It is easy to understand why any great question should have opposition, but criticisms are often due to misunderstandings and if the association members would only study the viewpoint of the Committee on Insecticides on this problem, there would be offered only constructive criticisms. This Standard is but the beginning and a framework upon which to build a better standard, a more fool-proof standard and a lasting plan to help the industry.

"Regarding the specifications as to the type of oil to be used. This is subject to debate and if a better oil can be found for this specification, it is agreeable to the Committee to accept it in place of that specified. We suggest that all criticisms of the standard that may be contemplated be withheld unless they can be made constructive, that is, unless parties making them can offer better suggestions. Kindly reserve your criticisms unless you have an alternative plan.

"The Insecticide Committee feels that now the Standard has been passed, it should be referred back to the Standardization Committee for periodical revision so that it may be kept up to date at all times. We wish to thank this Committee for their excellent scientific service which enabled us to work out a mutual problem. We now have something to work on and whether the members agree 100% or not, it is a decided step forward and any step forward will always bring better conditions to the industry at large.

"We are now considering the possibility of making a smaller and cheaper death chamber so that more manufacturers could make their own tests frequently, thus insuring greater uniformity of their products.

"Again we wish to be on record that we desire to encourage anything that will promote quality insecticides and discourage poor quality merchandise by talking it, selling it and believing in it. If the Standardization Committee at any time can give us any thoughts or leads as to how we can improve our materials, we would like to have their suggestions to work on.

"The Committee submits the following topics for serious consideration:

"1. *Caps.* Regardless of personal viewpoints the cap situation is still embarrassing to many. We might do some further co-operative research in this connection. While it is true that this is an individual problem, yet if all sprays arrived at destination in better shape, it would be an advantage to the industry. Some caps have to be taken off with pliers, others tear one's fingernails and still others are simple yet leak because their liners are not right. Some claim perfection, but are very costly and even these are not perfect. In the writer's experience there is no *perfect* cap and liner on the market today. Some caps are good and progress has been made, but the perfect cap is yet to be invented.

"2. *Simplified Containers.* Uniform containers for those who pack in cans seems a logical question and one worthy of consideration. In other words, simplification of containers means cheaper prices on cartons, cans, etc., and will eliminate waste in industry were we all to adopt a uniform container. There is a good deal of variance in containers and a good deal of leeway in net volume, and yet without lessening the individuality of each manufacturer's container, we do suggest a discussion on the subject. Other industries have done it to advantage.

"3. The question of the *Staining of Liquid Insecticides* is one which should be given some thought and the industry should determine whether insecticides should carry as full guarantees as they do now on this point. The chairman has always believed that it should be possible for the leaders of an industry to establish standards and rules of practice which are as fundamental and practical as any standards set forth by any Governmental agency. There is no reason why these two organizations cannot work out problems mutually. After all, we often impose obnoxious limitations. If we claim that our sprays do not spot or stain, let us see that they do not or stop making that claim.

"4. The Commercial Report as it has been given for the past two years has been one that was carried on practically by the chairman alone, but the committee now suggests that we issue a *questionnaire* to be used by all insecticide houses in their particular specialized fields and that we report at the December Meeting a summary of the information thus obtained. We suggest the following questions as a beginning:

"Is the consumer satisfied with the material?
"Is she satisfied with the price?
"Is she satisfied with Spray Guns?
"Does she complain of staining?

"What per cent of sales do insecticides enjoy in drug, hardware and grocery trade? This could be put into questionnaire form in order to get the reactions of the dealer and consumer regarding the lowering of prices and other vital commercial matters. Statistics are good only if they are used and we do not recommend the taking of vital statistics in order to keep the committee busy for they have had plenty to do already. May I say that anyone with such a committee's willingness to co-operate will eventually be able to progress.

"Inasmuch as I am forced to be away on the continent, I am asking my friend Dr. Robert C. White to take over the chairmanship of this committee with the thorough understanding and keen satisfaction that it will be handled more ably and that more will be accomplished than if he were present in person.

"I wish to express my deep appreciation to each and every member of the committee who have given of their time towards the building up of a better insecticide industry. The Convention can thank its able committee, Messrs. Andree, Zick, Griesemer and White for their support in this report. I will be thinking of you and hoping that the meeting will be most successful."

(*Turn to Page* 113)

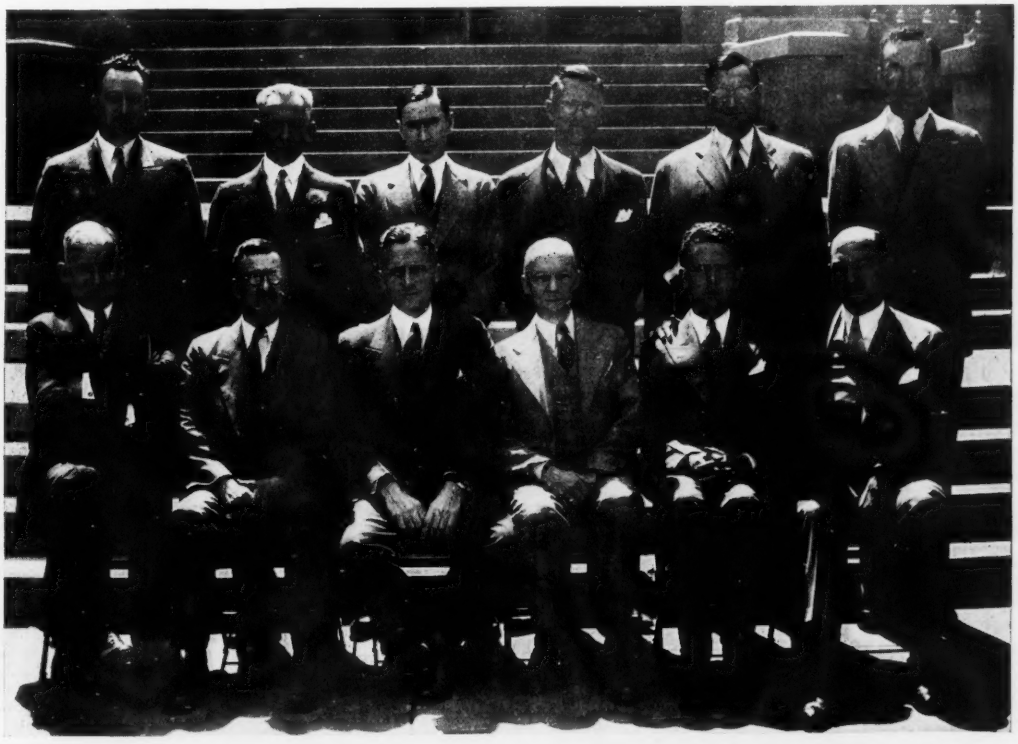
Sidelights of the Chicago Meeting

THE Eighteenth Annual Mid-Year Meeting of the Insecticide & Disinfectant Manufacturers Association, held at the Edgewater Beach Hotel, Chicago, on May 23 and 24, closed in a blaze of glory with the informal banquet in the Lincoln Room of the hotel on Tuesday evening, the 24th. Once again, attendance records for the Mid-Year Meeting were broken this year. In this day and age, with association membership and convention attendance in all parts of the land slipping badly, it is worthy of note that the insecticide and disinfectant group continues to grow.

——o——

The Association now has a new name—the National Insecticide & Disinfectant Manufacturers Association—adopted formally at the Chicago meeting.

Preceding the regular sessions, a meeting of the Board of Governors of the Association was held Sunday evening, May 22, in the Berwyn Room of the Edgewater Beach Hotel. The meeting was a hot and lively one behind closed doors. The directors filed slowly out, looking somewhat the worse for wear after a four hour session which did not break up until 12:20 midnight. Those who attended were: President Evans E. A. Stone, William Peterman, Inc.; Vice-presidents Peter Dougan of Merck & Co. and Samuel H. Bell of Koppers Products Co.; Treasurer John Powell of John Powell & Co.; Secretary Harry W. Cole of Baird & McGuire, Inc. and Dr. Robert C. White of Robert C. White Chemical Co., Fred Hoyt of Frederick Disinfectant Co., Dr. C. H. Peet of Rohm & Haas Co., W. J. Andree of Sin-



Officers and members of the Board of Governors of the National Insecticide & Disinfectant Manufacturers Association photographed at the Chicago Mid-Year Meeting. Top row, left to right: H. W. Hamilton, White Tar Co.; Simon Selig, The Selig Co.; W. J. Zick, Stanco, Inc.; W. J. Andree, Sinclair Refining Co.; Robert C. White, Robert C. White Chemical Co. Seated, left to right: C. C. Baird, Baird & McGuire; Vice-President Dougan, President Stone, Secretary Cole, Treasurer Powell, and Vice-President Bell. (Dr. Chas. Peet and Fred Hoyt missing.)

clair Refining Co., W. J. Zick of Stanco, Inc., J. L. Brenn of Huntington Laboratories, S. S. Selig of the Selig Co., H. W. Hamilton of the White Tar Co.

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A golf tournament was held on Sunday afternoon preceding the convention at the Tam O' Shanter Golf Club. It so happened that a golfer stumbled in among the other almost-golfers—Melville Keim, president of Clean Home Products Corp. of Chicago. He shot an 84 and won first prize by a city block under wraps. Other prize winners included Sam Bell of the Pittsburgh Koppers who won low net with seventy something, and was presented with a big thermos bottle to carry cold drinks on picnics. John Powell, the Association treasurer—Mr. Volstead's strongest supporter in the industry—won himself a handsome cocktail shaker for second low net prize. What he will use it for, nobody tried to guess.

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One other prize was awarded, but some doubt exists as to the reason. It was a very nice flask. Some said it was awarded for playing golf, but this could not have been the case. Others stated it was for putting the most balls in the river. Still others held it was for the most beautiful set of clubs and general sartorial elegance. At any rate, this alleged golfer stepped up to receive his prize amidst the thundering applause of the populace, and revealed himself as none other than one Larry LaCava, Continental Can's utility outfielder. (Ed. Note: My partner. Bah!)

—o—

There were several noteworthy features at the banquet, but the white trousers which adorned the legs of J. C. Bennett of the Wilson & Bennett Co., were outstanding. When Evans Stone thanked him for his donation of cigars, cigarettes and ginger ale for the banquet tables, and he arose amid the cheers of the multitude to bow his acknowledgment, he was at once voted the best dressed banqueteer by the boys in the back row.

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The officers, poor fellows, sat at the head table during the festivities and watched the excitement, as usual. One, however, deserted the head table and sneaked down among the mob. It was whispered about that his name was Powell. It was said that his restraint deserted him and he could not stand the strain of being dignified for longer than the first ten minutes. And among our dignitaries sat Dr. McDonnell of the Dept. of Ag. looking not at all the part of "horrible bad mans what scares our poor itter disinfectant manufacturers when they are naughty."

—o—

And we must not forget our feminine hygiene table: Doc Wright batting for *Zonite*, Doc Klarmann for *Lysol*, Doc Reddish for *Listerine*, somebody else for *Pepsodent* antiseptic, and the three independent scientific experts to keep peace in the family, Messrs. Philbrick, Roeg, and Himebaugh.

—o—

Feeding time at the zoo would be like the music of the invisible choir compared to the so-called singing of "On Wisconsin" by Bill Hadfield, Doc Weed, Nelse Gothard, Walter Andree, Wally Thomas, et al. as they put on their annual combination bellowing and tonsil-blowing act. It was wonderful, for everything seemed so quiet and peaceful after they quit.

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When the floor show went on, we noted in the front row, where the scientific and anatomical aspects could be observed without interference, none other than the well-known Dr. Dreyfus. Probably subjecting the show to the Hi Lab test at close range.

—o—

One table in particular was especially well-behaved. It was none other than our reporter's table. There were only a few lapses in deportment—Jake Brenn dropped a bottle of something on the floor, Clarence Seguin fell asleep, Dudley Lum caught his mustache in his false teeth, Henry Nelson tried to sing, Fred Wolff refused to eat his ice cream. Outside of that, everything was fine, except when Jake and Henry tried to sing together. Ah, what music! What? Music?

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Through it all, the honorable secy, Harry Cole sat viewing the proceedings from his seat at the table of the mighty with a look in his eye which only too clearly said: "Ah! For them good ol' days, when men were men, when shellac did not pass for Old Crow, and liquor cresolus comp sold at two bucks per gallon."

—o—

And to get back to the meetings—they were remarkably well attended. We have yet to see so much pep packed into 150 men at a convention. And when it was whispered around that Doc Grady, of the well-known Peet-Grady tribe, was to discourse on "The Love Life of the House Fly," the meeting literally climbed up each other's backs to grab off front row seats.

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As might be expected, the pyrethrum interests were well represented: Messrs. Black of S. B. Penick & Co.; Jennings of J. L. Hopkins & Co.; King of McLaughlin, Gormley, King Co.; Davis and Badertscher of McCormick & Co.; Powell, Weed and Ahles of John Powell & Co. And then in walked a representative of the derris interests causing confusion and consternation among

the pyrethrumites—one Birdsall of Derris, Inc.

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And among the cheer leaders for para were Roland Sturhahn and Robinson of Monsanto, Joe Cavanagh of Dow, and Fred Wolff of DuPont.

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And while we're on the subject, Mr. E. S. (Electric Sprayer) Breuer also gave various and sundry demonstrations in his room, not to be outdone by Messrs. Goodrich and Lewis of Hudson Sprayer.

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The program committee, headed by Walter J. Andree of Sinclair received a rising vote of thanks for the excellent program which it had arranged for the meeting. And this vote was just not the usual bunk—it *was* a mighty fine program.

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Any program committee which will get Bill Zick, Mr. Flit's able and courageous representative on its slate to talk, is doing well. Bill is not exactly the talkative type. Anyway, he read a mighty good paper on "Marketing Abuses in the Insecticide Industry" which will be published very soon.

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The report of the Insecticide Standardization Committee by N. J. Gothard and his paper on "The Requirements of a Suitable Oil for an Insecticide Base" were particularly well received.

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Simon Selig attended the meeting in Chicago, the first mid-year session at which he has been present in six or seven years. He has been a member of the Association since its formation eighteen years ago.

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Among the absentees were Charley McCormick who is in Europe on business and from whom a cable message was received, and Edgar Murray and Bill Castonguay. Bill was at home sick, and the president must have had to stay on the job in Detroit.

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We thought that Campbell Baird was going to be among the missing old-timers, but Tuesday morning in popped Campbell fresh from Boston, late but not absent.

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The newest member of the Association, Dr. Hess & Clark Co. of Ashland, O., were represented at the meeting by J. L. Clark.

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Among the visitors who attended the Association luncheon on Tuesday, the 23rd were Miss Lillian Koppelman of U. S. Sanitary Specialties Corp., Chicago, and Ned Goldie of the Bliss Exterminator Co., New York, president of the New York Association of Exterminators and Fumigators.

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J. A. Walsh batted for Karl Dolge, and made a couple of hits. Karl must have been breaking another arm a la his riding to the hounds up in Connecticut. He breaks 'em regularly, and says he is used to it now.

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And "Doc" Hamilton spoke his piece about getting rid of all those ex-presidents on the Board of Governors—and "Doc" is an ex-pres. himself. He visioned the day when the Board would require Madison Square Garden to hold a meeting.

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Present at the meeting on Monday—back to Milwaukee Tuesday,—back in Chicago Tuesday eve for the dinner,—that was the schedule of J. V. Halaska. Nice work—getting the order while the rest of the mob were conventioning.

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It is rumored that Jake Brenn has a new set of golf clubs especially built for him by the American Bridge Co. They are reputed to be used by the Breen laundress in between golf games for clothes-line poles.

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Dr. Emil Klarmann stated that he was not an "outsider" when he hopped into the insecticide standard discussion. And when he suggested benzophenone as an insecticide base, the pyrethrum people seemed about ready to call the police.

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Battlin' John Wolke was on hand in a front row seat when the discussion on a suitable petroleum base for liquid insecticides came up. He had plenty of technical advise right at his elbow in the form of Dr. Meyer, also with Sonneborn.

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Dr. Charley Peet had a rather effective way of answering technical questions satisfactorily in about half as many words as his questioners required to ask the questions. If you don't believe it, consult the record.

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Frank Pollnow was supposed to be a discussion leader on liquid soap. When the discussion was on Frank was out, and when the discussion was over, Frank was in. Maybe Frank had nothing to say.

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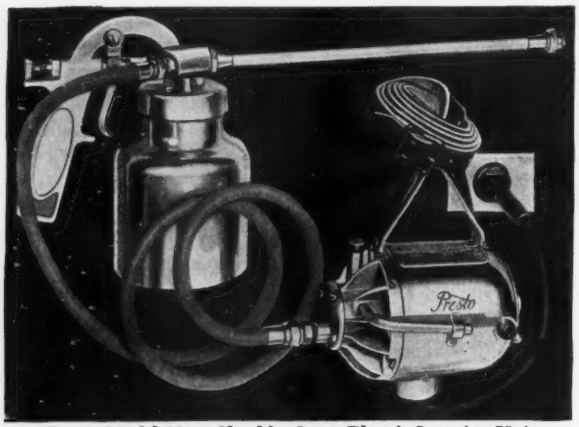
Dr. George Reddish told us that we can now get reprints of the report of the Nomenclature Committee, telling exactly what are disinfectants, germicides, and antiseptics. The report will also be published in these pages in the very near future, we hope.



Presto Model 88-94 Shoulder Strap Electric Spraying Unit

New- Presto *Model 88-94 Shoulder Strap* Electric Spraying Unit

The powerful, effective spraying unit for all Insecticides—Disinfectants—Moth Killers—Deodorants

THIS new Presto Electric Spraying Unit is especially designed for the larger users—hospitals, industrial plants, dairies, poultry farms, packing plants, and similar places where quick, effective spraying is a necessity.

Two unit design includes *rotary compressor* of ample capacity carried on a shoulder strap—relieving the operator's hands of excessive weight. The Presto spray gun has a 12-inch extension nozzle, giving added reach and making inaccessible corners easy to cover. Convenient adjustment varies the spray instantly from heavy wet spray to a finely atomized mist that will float in the air. Any operating condition can be met, conveniently and economically.

Presto spraying equipment increases the sale of liquid disinfectants and insecticides of all kinds. Thousands of the famous Presto Model 102 spray guns are in use. Try a Presto spraying unit. You will find them far ahead of the ordinary types previously available. Recommend or furnish Presto equipment to your customers and earn an extra profit on increased sales of materials. The Presto plan is a proved business getter. Send the coupon now and get full information.

Presto Model 102 Spray Gun

METAL SPECIALTIES MFG. CO.
3200 Carroll Ave., at Kedzie Ave., Chicago, Ill.

Send full details of Presto Insecticide spray gun features and sales plans. We are interested in ☐ 88-94 large guns. ☐ 102 small guns.

*Name*_____

*Address*_____

*City*_____ *State*_____

Let This Fine

ACME SPRAYER

HELP SELL Your Product

METAL SUPER ACME BILT WARE

Exceptional mechanical skill and best materials are combined in this ACME Chemical Sprayer. It is a powerful atomizer. Small corner illustration shows sprayer set down for conveniently pumping high pressure. Nozzle strainer is also shown. Have you a product that requires the finest fog spray, or the most accurate adjustment? This Superbilt ACME will positively fill the bill. It is well adapted for buildings, garden or livestock.

Also a superb applicator for spraying disinfectants, or for small painting operations such as applying aluminum bronze, creosote stain, cold water paint, etc. Remember, the success of an insecticide or repellant depends upon the sprayer.

Acme Jr. Duster

An improved duster for handy use around the house for exterminating cockroaches, ants, mosquitoes, flies, etc. Powder cannot enter pump, and cannot clog. Easy to fill; throws volume up or down. Size 1¾ x 5 inches. Very popular.

If ACME hasn't the Sprayer you want, we will make one to fit your needs.

Largest exclusive manufacturers of sprayers, dusters and hand corn and potato planters in America. Catalog and prices upon request.

POTATO IMPLEMENT COMPANY

Traverse City - - - Michigan

Say you saw it in SOAP!

Frank Huckins, the guardian angel for Flytox, as discussion leader for Bill Zick's paper on insecticide marketing abuses—what a job the program committee handed these two! Looks like dirty work at the crossroads.

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Future Meeting Dates

The regular annual and mid-year meetings of the National Insecticide & Disinfectant Manufacturers Association, as decided upon by the Board of Governors of the Association, for the ensuing twelve months will be as follows:

Nineteenth Annual Meeting.....
December 12 and 13, 1932.....at the Hotel New Yorker, New York.

Nineteenth Mid-Year Meeting.....
June 4 and 5, 1933.....at the Edgewater Beach Hotel, Chicago.

Lambert Pharmacal Co. has been successful in prosecution of three counterfeiters of "Listerine" who have recently been active in the California territory. Two men have been sent to jail, damages of $10,640 awarded, and a permanent injunction against further sale has been secured. The appearance of the counterfeit material followed adoption by Lambert of a program of refusal to sell to price cutters.

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Yugoslavia exported 941,300 pounds of pyrethrum flowers during 1931, as compared with 1,044,400 pounds in 1930, according to official Yugoslav reports. According to United States figures imports of pyrethrum from Trieste gained from 268,000 pounds in 1930 to 365,400 in 1931. Exports of pyrethrum powder from Yugoslavia declined from 199,800 pounds in 1930 to 105,000 pounds in 1931.

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Strontium salts are used for mothproofing animal fibers. For example, furs or wool are mothproofed by impregnation with a solution of a strontium compound which is soluble without giving an alkaline reaction. The solvent is then evaporated so as to leave incorporated in the material a quantity of the compound of 0.1 to one per cent. Aqueous solutions of, for instance, strontium nitrate or strontium chloride may be used, or solutions in organic solvents, such as strontium oleate in benzine, or strontium acetate or strontium salicylate in alcohol. Wool may thus be immersed in an aqueous solution of strontium nitrate, the concentration of which is so adjusted that, after centrifuging, the fabric contains 0.5 to 0.7 per cent of the salt. I. G. Farbenindustrie A. G., Frankfurt-am-Main, Germany. British Patent No. 365,233.

Form Sanitary Products Buying Assn.

A cooperative purchasing association composed of ten well-known firms in the sanitary supply and janitor supply trades was formed recently under the name of Sanitation Associates, Inc., S. J. Bockstanz of Bockstanz Brothers, Detroit, was chosen president; J. H. Zucker of State Chemical Manufacturing Co., Cleveland, was elected vice-president, and director of purchases. Al Richter of the St. Louis Janitor Supply Co., St. Louis, is secretary. The purpose of the association is to buy the materials and equipment commonly used by all the members in carloads and larger lots and to effect considerable savings in purchasing costs. The ten members include: Opie Brush Co., Kansas City, Mo.; Janitor Supply Co., Pittsburgh; Janitors Supply Co., Cincinnati; Bockstanz Bros., Detroit; State Chemical Mfg. Co., Cleveland; Ludwig-Eilson Co., Chicago; Industrial Chemical Lab., Omaha; F. W. Hoffman Co., Philadelphia; Cortes-Ward Co., New York; St. Louis Janitor Supply Co., St. Louis. Active management of purchasing is in the hands of Jay Zucker of Cleveland, recently elected president of the National Sanitary Supply Association.

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H. D. Hudson Manufacturing Co., Chicago, has issued a series of illustrated booklets describing its complete line of portable sprayers, compressed air sprayers, continuous sprayers, atomizers and dusters.

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S. B. Penick & Co., New York, recently occupied new quarters at 132 Nassau street. For many years offices have been located at 115 Fulton street.

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Universal Sanitary Specialties Co., New York, reports a change in its name to Unico Products Corp.

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Nu-Ra Waxcoat Corp., Brooklyn, has been incorporated to manufacture soaps, chemicals, waxes, polishes, etc. Incorporators are Louis Weinstein, and Reuben M. Bell, 307 Atlantic avenue, and Max Goldblatt, 89 Reeve place, Brooklyn.

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Bud Chemical Co., Philadelphia, makers of soaps, cleaning compounds, theatre sprays, polishes, etc., has moved to new quarters at 249 South 12th street.

—o—

Century Chemical Products Co., Detroit, makers of soaps, polishes, disinfectants, insecticides, etc., has occupied new quarters at 40 Selden street, N. E. Station.

Say you saw it in SOAP!

What Is A Proper Insecticide Base?

By N. J. Gothard *
Sinclair Refining Company

In discussing the characteristics of insecticide bases, it is assumed that only bases derived from petroleum are to be considered. Other materials are sometimes used in conjunction with petroleum oils, particularly in industrial sprays, but by far the vast majority of household insecticides use a petroleum distillate as the base. In considering the essentials for an insecticide base, there seem to be four principal characteristics to be considered. First, there is the nature of the petroleum oil to be used, that is to say, the type of crude oil from which the base is manufactured, and whether it should be a straight run or a cracked distillate. Further, there are to be considered the most suitable volatility, or distillation range, the freedom of the base from staining or leaving non-volatile residues, and finally, the requisite odor characteristics.

With regard to the nature of the oil to be used, a straight run product is used in most, if not all, of the insecticides now on the market, and appears to be preferable. There has recently appeared in Germany a paper by E. Pannewitz,[1] "On the Selection and Treatment of the Petroleum Base of Insecticides,"[1] in which the author recommends the use of cracked oils or those obtained from naphthenic base crudes, for the reason that such products contain large percentages of the unsaturated compounds, olefines, naphthenes, and aromatics, which are toxic to insects. Pannewitz further recommends that these bases be not refined by sulfuric acid, since the latter will largely remove the unsaturates to which the toxicity is due, but recommends the use of such materials as fullers earth. It is undoubtedly true that a raw, untreated cracked distillate has a high killing power against insects. For instance, such a product tested 94% down and 71% dead by the Peet-Grady method. However, cracked distillates have an exceedingly strong disagreeable odor and also a very strong irritating effect so that they could not possibly be used in household insecticides. Even a moderate treatment with sulfuric acid reduces the killing power very materially, but does not improve the odor to such an extent that it could be used. Thus, the same distillate mentioned before, showed a test of 83% down and 49% dead after refining with sulfuric acid at the rate of five pounds of acid per barrel and the odor was but little improved. Pannewitz recommends the use of earth instead of acid, but our experience is that earth does not improve the odor sufficiently to be of much use and, moreover, reduces the killing power as much as a moderate treatment with acid. Thus, the same cracked distillate, when treated with earth, tested 79% down and 51% dead and was entirely unfit for use from the standpoint of odor. While our experiments have been limited, it is believed that there is no way by which cracked distillates can be refined so as to be satisfactory from a standpoint of odor except by the use of very large amounts of sulfuric acid or other reagents and that any such refining process would lower the toxicity of the cracked distillate practically to the same point as shown by a straight run product. Thus, our distillate refined with 20 pounds of acid, followed by earth, tested 50% down and 26% dead, and, while the odor was considerably improved, was still quite strong and penetrating. This odor is quite characteristic of cracked distillates and cannot be covered by the use of any practical quantity of essential oils. If a quantity of any scent were used sufficient to cover the odor of the distillate, the resulting odor of the insecticide would be so overpowering as to be quite objectionable for any ordinary use.

Another point which has apparently been overlooked is the well-known tendency of unsaturated compounds in cracked distillates to polymerize and form as condensation products heavy, varnish-like gums. If these unsaturates are left in the distillate, as they must be to retain their

* Before the National Insecticide & Disinfectant Mfrs. Assn., Chicago, May, 1932.

[1] Pannewitz, E. "Ueber die Auswahl und Behandlung der Petroleumbasis bei Insektenvertilgungsmitteln." *Zeit. für Desinfektions- und Gesundheitswesen*, 1931, Nov., Vol. 23; No. 11 (A), pp. 466-475.

toxicity, we would no doubt find that after standing for any considerable period of time, such distillates would contain considerable percentages of non-volatile varnish-like gums which would seriously interfere with the necessary volatility of the insecticide spray and would stain any materials sprayed.

As far as bases from naphthenic base crudes are concerned, our experience has been with Gulf Coast crude that a straight run distillate from it shows but very little more killing power than a similar distillate from a paraffine crude and the killing power is so small as to be negligible as an effective killing agent in insecticides.

In view of the foregoing, although our experimental work has been rather limited, it seems very doubtful whether it is possible to use a cracked distillate on account of their objectionable odors and gum forming properties and for these reasons, the use of a straight run distillate appears to be necessary.

THE next point to be considered is the volatility or distillation range of the base. From a standpoint of odor and ease of refining, it would be desirable to use a much lighter base than those now usually used. Further, in order to be sure that the insecticide would evaporate quickly and completely after use with absolute freedom from wetting and staining, it would be desirable to have an easily volatile base. However, the principal requirement of a contact spray insecticide is that it must remain suspended in the air in the form of droplets of liquid and must not volatilize until the toxic matter in solution has had a chance to come in contact with the insects and do its work. Insecticides using too light a base show very low killing power, regardless of the quantity of pyrethrum or other toxic agents used, for the reason that, almost as soon as the insecticides are sprayed, the base volatilizes to vapor, the toxic matter falls and all chance of the toxic material coming in contact with flying insects is lost. From this standpoint, then, a heavy base is desired which will remain liquid indefinitely.

However, if the base is too heavy, the droplets of spray will not remain suspended but will fall almost immediately, carrying the toxic principles with them, so that the results will be just as bad as if the base had volatilized too rapidly, and with the further disagreeable feature that the surfaces upon which the spray falls will be thoroughly wetted with a heavy oil film. Although the base must remain liquid long enough for the toxic principles to do their work, it is just as evident that the base must evaporate after it has done its work, since there must remain behind no non-volatile oil to wet surfaces on which it has been sprayed or to stain fabrics which have been subjected to spraying.

From this, it is apparent that a distillation range should be selected which will not be too low boiling in the light end of the distillation nor too heavy boiling in the heavy end. Our experience has been that the base should have an initial boiling point of not less than 350° F. and an end point of not more than 510° F., with a 50% point of about 410° F. It is difficult to draw hard and fast rules for this distillation range, but we have found that if the base is much lighter than this, loss of effectiveness will begin to show on account of too great volatility, while if it is much heavier, particularly, of course, with regard to end point, the spray will settle too fast and will not evaporate completely so that wet, oily, and stained surfaces will be left. Particularly, if ordinary kerosenes are used, which frequently run as high as 550° F. end point, trouble is likely to be encountered in staining and failure to evaporate completely.

While the above range of 350° F. to 510° F. is suggested as the most practical, it is possible that a narrower range could be made by raising the initial and at the same time lowering the end point. However, this would serve no practical purpose and would only result in a product more difficult to make and more expensive to the user without accomplishing any real benefit.

In connection with the initial boiling point, there is to be considered the flash point of the base as a fire hazard. The Association has adopted a minimum flash point for insecticides of 120° F. when taken by the official Tagliabue closed cup method. A base with the initial boiling point suggested, of 350° F., will easily meet a flash point of minimum 125° F. by the Tagliabue closed cup method and consequently will readily meet the standard of the Association.

FINALLY, there is to be considered the extent of odor, or lack of odor, desirable in an insecticide base, and this is a matter which seems to be one of opinion. The raw distillate as it comes from the stills has a very strong odor, disagreeable in an insecticide, which can best be characterized as kerosene-like. This product is usually refined by the use of more or less acid. As more and more acid is used in treating, the strong disagreeable odor is largely removed, but is replaced by another odor, distinctive of heavily treated oils, which is not as disagreeable as the kerosene-like odor, but which is equally pronounced and which requires the use of essential oils to cover it. Further, even though the odor of the base could be removed completely, extraction of pyrethrum imparts a distinct odor characteristic of pyrethrum and it is necessary to use essential oils to cover this. Therefore, the only procedure possible is to refine the base to that point at which the odor

seems to be the most bland and least disagreeable. But just what constitutes this optimum odor is a matter which each manufacturer must decide for himself, particularly in connection with the essential oils or scents he proposes to use.

To sum this up, it is believed that the most practical and satisfactory base is a straight run product from a paraffine base crude having an initial not below 350° F. and an end point not exceeding 510° F. and refined to the point that its odor will be satisfactory when considered in connection with the pyrethrum or other odor from the toxics used and with the essential oils or scents to be used in the finished product.

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Publication of Addresses

Addresses and papers given before the Mid-Year Meeting of the National Insecicide & Disinfectant Manufacturers Association at Chicago, May 23 and 24, and which are not covered in this issue of *Soap*, will be published in full in the July number. These include particularly papers by W. J. Zick, L. M. Barton, A. G. Grady, and W. J. Andree. Also certain committee reports which were not made available in time, will be published later.—The Editors.

Methods for the determination of the phenol content of disinfectants are discussed. The fluids were first distilled and the distillates treated with caustic soda and extracted with ether. Phenols were liberated by means of sulfuric acid and taken up in caustic soda solution. Sulfuric acid was used to liberate the phenols, the volume being read off in a graduated burette. Results are claimed to be too high in this method. A method is described for the determination of phenols in disinfectant fluids of low phenol content. The fluids are treated with barium chloride and barium hydroxide. The mixture is then filtered and the combined filtrates extracted with light petroleum. The alkaline solution is treated with excess of hydrochloric acid and this solution is extracted three times with ether and three times with caustic soda solution to take up the phenols which are finally liberated in a burette and the volume read. This method is quicker than the distillation method and the results of the two agree well. A. F. McCarley. *Journal of the Society of Chemical Industry*, 1932.

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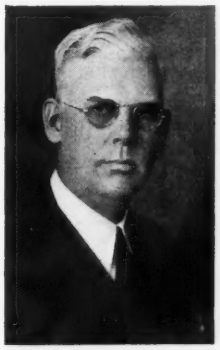
Household disinfectants, deodorants, germicides and similar preparations, to the amount of 163,766 lbs., worth $15,122, were exported from United States during March, 1932, as compared with 252,920 lbs., valued at $26,688, in the same month of 1931.

Williams Sealing Corp., Decatur, Ill., manufacturers of Kork-N-Seal, have announced the appointment of A. B. Avery as Eastern sales manager with headquarters at the Williams offices at 25 West 44th St., New York. Mr. Avery was formerly connected with the Mid-States Steel & Wire Corp. as an executive in the sales division. He assumed active charge of the Eastern territory and New York offices on June 1. He succeeds Richard Bradley who has has been representing Williams in the East for a number of years past.



A. B. Avery

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Data compiled as part of the U. S. Dept. of Commerce, National Drug Store Survey discloses that household insecticides represent an important item in the proprietary department of the drug stores. The largest store in the group showed insecticide sales equivalent to 9½ per cent of total proprietaries. The minimum reported by any store was 4½ per cent. In a single store 97 per cent of the insecticide sales were about equally divided between powders and liquids —pastes and other insecticides were negligible in this group. The powders carried a gross margin of 39 per cent as compared with 36 per cent for the liquids.

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Rex Research, Inc., took over the assets and liabilities of Toledo Rex Spray Company of Toledo, Ohio, and The Rex Company of North Kansas City, Missouri, as of May 1, 1932, completing the consolidation of the various Rex companies. The main office of Rex Research, Inc., is maintained at Toledo, with branches at New York, North Kansas City, Payette, Idaho, and Benicia, California.

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Sinclair Refining Co., New York, has issued a four-page folder entitled "Insect Control in Cheese Factories."

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The name of the Globe Disinfecting Co., New York, has recently been changed to Globe Janitor Supply, Inc.

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Aetna Exterminating Co., New York, has moved recently from 40 West 18th street to 136 West 22nd street.

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Gilles Products Co., Fargo, N. Dakota, has been organized by R. L. Gilles to operate a general exterminating business.

New type sprayer of small size being used this year by Sinclair Refining Co. in connection with the sale of the ten cent size of P. D., their household insecticide spray

The use of colloidal sulfur as an insecticide has been reviewed in an article in which various patents for the preparation of such compositions are described. The use of various emulsifying agents is emphasized. Proof is advanced of the greater toxic action of colloidal sulfur, as an insecticide, than ordinary sulfur. The formation of polythionic acid is claimed to be responsible therefor. Stampa and Gasser. *Kunstdunger und Leim*, 1931, page 375.

New vermin-destroying compounds are quaternary salts of dialkylaminophenyl esters of alkyl or aralkylcarbamic acids. A method for obtaining these compounds is described. The products are claimed to be highly effective as insecticidal and vermicides. A. Home-Morton. British Patent No. 342,237.

Lead arsenate, used for the destruction of grubs in grass lawns, golf course greens and the like, is neither certain in its action nor economical. Furthermore, the cumulative effects of lead arsenate in the soil are unknown. Interesting results have been obtained on the other hand with an emulsion of orthodichlorobenzene. It is claimed that this chemical is effective and economical and can be used with safety to grass and animal life. *Chemical Trade Journal and Chemical Engineer.*

Ungerer & Co., New York, have issued their price list of essential oils and perfuming materials for May and June, 1932.

International Shoe Polish, Inc., Lynn, Mass., has filed a petition in bankruptcy, listing assets of $7,919 and liabilities of $9,067.

Larvaecide Service, New York, exterminators, are now located at 117 Liberty street, having moved from 214 East 38th street.

Midway Chemical Co., Chicago, recently occupied new quarters at 5235 W. 65th street.

Zucker Heads Sanitary Supply Association

At the conclusion of one of the best attended and most interesting meetings of the National Sanitary Supply Association, held at the Hotel Statler, Detroit, May 18 to 20, J. H. Zucker, State Chemical Co., Cleveland, was elected president for the ensuing year. He succeeded Ludwig Wilson, of Ludwig Wilson & Co., Chicago. Ed Kratsch was re-elected secretary. The meeting opened the morning of May 18 with the report of the officers, Mr. Wilson, president, S. J. Bockstanz, treasurer, and Edmund C. Kratsch, secretary. Among the speakers at the various sessions, were Roy Wilson, Ludwig Wilson & Co., E. G. Eckerman, Davies-Young Soap Co., Joseph Fuld, Fuld Brothers, J. A. Robinson, Pastoxine Distributors of America, T. M. Galvin, Armour Soap Works, Simon S. Selig, The Selig Co., L. C. Van Nest, Van Nest Janitor Supply Co., Mr. Zucker and Mr. Bockstanz, and Floyd Smith, Acme Cotton Products Co. Entertainment features included a stag dinner at the Norton-Palmer Hotel, Windsor, Canada, on Wednesday evening and the annual banquet, at the Statler, the next night. Tom Opie, Opie Brush Co., acted as master of ceremonies at the latter affair, which was featured by music and a special floor show.

The Manufacturing Chemists' Association, in a statement to the Committee of Agriculture and forestry of the U. S. Senate, has added its protest to others against the proposed Bingham "Anti-Poison" Bill. A number of inconsistencies are pointed out in the measure such as its insistence on poison labels on products concerning which there is no evidence of toxicity. It is also pointed out that it would require poison labels on thousands of products of common domestic use, without consideration of their properties.

Report of another death at Tampa, Fla., from eating food prepared with an insecticide which was mistaken for flour, has been published under an Associated Press release in the case of William H. Mein, age 67, of that city. The product was again referred to erroneously as "insect powder" in the newspapers.

Eric Coupey, New York, essential oil broker, has been appointed sole agent for Charles de Lastelle, Nossi-Be, Madagascar, shipper of Oil of Ylang-Ylang and Vanilla Beans.

Magnus, Mabee & Reynard, New York, have issued their price list and catalog for May and June, 1932, giving quotations on essential oils, aromatics, balsams, etc.

New Patents

(*From Page 47*)

and bicarbonated alkali used in a determined amount for saponifying only a portion of the mass of resin to be treated and the second stage of saponification being performed with the volatile alkali employed in an amount limited to that necessary for acting on the portion of the mass of resin not saponified in the first stage.

No. 1,853,978, Soap Framing Device, Patented April 12, 1932, by Andrew Jergens, Cincinnati, Ohio, assignor to the Andrew Jergens Company, Cincinnati, Ohio. In a soap framing device, the combination of a platform, a base of less area than the platform and supported centrally thereon, a frame having an open bottom provided with outwardly-projecting flanges, a gasket member positioned upon the upper surface of the platform and surrounding the base in spaced relationship therewith, the open frame bottom being adapted to embrace the base in snug relationship therewith and the flanges being receivable upon the gasket member, and means for retaining the frame under suitable pressure upon the gasket member.

No. 1,854,235, Detergent Composition, Patented April 19, 1932, by Edgar S. Stoddard, Berwyn, Ill., assignor to The Conover Company, Chicago, Ill. A detergent composition, comprising a water soluble capsule containing a body of soap surrounded by a body of trisodium phosphate, the soap and trisodium phosphate being separated by a layer of water soluble gelatin.

No. 1,854,268, Soap, Patented April 19, 1932, by Daniel L. McCarthy, Pearl Harbor, Honolulu, Hawaii. A hard soap comprising a vegetable oil and an aqueous solution of trisodium phosphate and water, in which all of the oil is saponified.

No. 1,854,764, Bleaching Methods and Agent, Patented April 19, 1932, by Philip E. Rollhaus, East Orange, N. J., and William B. Stoddard, Stamford, Conn., assignors to Pilot Laboratory, Inc., Arlington, N. J. A halogenated peroxide of a soap-forming fatty acid.

No. 1,855,776, Detergent and Method of Forming Same, Patented April 26, 1932, by William K. Speer, Decatur, Ga., assignor by mesne assignments to McCleary Bros., Inc. A detergent in a hydrated condition, and which is formed of silica, sodium oxide and sodium acid phosphate according to the following proportions—:$SiO_2(Na_2O)$-x.(Na_2HPO_4)x—4.$(H_2O)_y$,—x representing any number within the values 5 to 6.5 inclusive.

No. 1,855,872, Detergent, Patented April 26, 1932, by Leon I. Shaw, Oak Park, Ill., assignor to Western Electric Company, Incorporated, New York, N. Y. A detergent consisting of sperm oil and naphtha.

New Socony Insect Spray

Standard Oil Company of New York has entered the insecticide market this season with a new spray product which will be sold under the "Socony" brand. The new spray is now being introduced in New York and the New England States where it is being marketed to consumers

through the usual retail channels of distribution, hardware, drug and grocery stores. Four sizes are offered—half-pint, pint, quart and gallon containers. The spray is recommended for use on flies, mosquitos, bedbugs, roaches, water bugs, fleas, ants, lice and other insects. The can, supplied by American Can Co., is equipped with an easy-pouring spout, and the sprayer, by William Vogel & Bros., makes possible a very fine dispersion of the liquid. A window display which has been prepared for use in retail channels features "Tim, the Terror," a young boy using a "Socony" sprayer. Sales of the new product will be handled by the specialty department of Standard Oil Company of New York. Other products of this division are "Socony" K-68 Disinfectant, "Socony" Polish Cloth, "Socony" Parowax and "Socony" Lubricote Oil.

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New products for the killing or the elimination of flies have the type formula:—Ar.COOX. In this formula "Ar" represents a phenyl group or a substituted phenyl group, while X represents an aryl, alkyl or an aralkyl group. These products are mixed with a petroleum hydrocarbon boiling between 200 and 260 degrees C, and used in the form of a spray. Further details are contained in British Patent No. 360,638.

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McCormick & Co., Baltimore, opened a new branch warehouse in New Orleans, June 6. The warehouse, at 400 North Peters street, will be in charge of W. W. Durham, division manager at New Orleans.

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Chicago Meeting Reports

(*From Page* 95)

To Study Peet-Grady Technique

THE report of the Committee on Insecticide Standardization which went into the subject of proposed changes and further study of the method of testing insecticides by the Peet-Grady Method, was read by N. J. Gothard, chairman of that committee, as follows:

"The committee has done very little work since the last meeting of the Association, due principally to the impossibility of getting the members together for a meeting to lay out out a plan of work. Several members of the committee, at the request of the Insecticide Committee, ran a series of tests on a straightrun highly refined Pennsylvania petroleum distillate, known as Deosene, to determine the resistance of their flies to this product and to attempt to set up a standard to be used as a measure of the relative resistance of various lots of flies. Aside from this, there has been no activity of the committee and this report has to do with work which it is proposed shall be done in an effort to set up a standard method by which comparable results can be obtained by all laboratories.

"Although the Insecticide Committee has set up a definite minimum standard for general household liquid spray insecticides, to be determined by the Peet-Grady method, it is the opinion of the chairman of this committee, and of at least a majority of the members, that there still remains considerable work to be done on the Peet-Grady method before it can actually serve as a standard method by which uniform, comparable results can be obtained by all laboratories.

"The Peet-Grady method was of course originally worked out as a method to be used only in the laboratory of the authors of the method and has since been adopted by numerous others for use in their own laboratories. As long as the results from the method are confined to a single laboratory, the method is very satisfactory and can be relied upon to give consistent, comparable results as long as all the factors involved in the method are carefully controlled by that laboratory. However, when it is attempted to compare results between different laboratories, it becomes apparent that there are certain points about the method which need further investigation before the method can be truly said to be standard.

"The following points appear to be at this time the ones which most need further study.

"1. The temperature at which the test is to be run, and possibly the temperature of the insectary in which the flies are raised.

"2. The effect of variation in droplet size of the spray. This is tied up with the type of atomizer and the question of whether ordinary commercial atomizers as commonly sold actually do throw uniform sprays even though they are of identical make.

"3. The possible increase in uniformity of results to be obtained by the use of paper on the floor of the killing chamber.

"4. The development of a suitable standard for the measurement of the resistance of flies of various origins.

"With regard to the temperature at which the test is to be run, it is now specified that the temperature shall be 85° F. It has been pointed out that this is considerably higher than any normal room temperature, except on the hottest days of summer so that it is difficult to maintain the temperature of the chamber at that point. For instance, let us assume that the surrounding room temperature is 75° F., and that the chamber is brought up to 85° F., and a test made. The chamber then has to be aired out thoroughly by means of an exhaust fan. This means, of course, that air at 75° F. is brought into the chamber with the result that after the chamber has been aired thoroughly, the temperature is not 85° F. but 75° F., so that before the test can be run again, the chamber must again be brought up to 85° F. To do this properly requires considerable time with the result that comparatively few tests can be run per day. As a matter of fact, the chairman's laboratory has always maintained a temperature of 78 to 80° F. in the chamber and I doubt if any laboratories do actually maintain a temperature of 85° F. In view of this, I believe that it is desirable to make a study of the effect of temperature differences in the killing chamber on the percentage kill obtained. Possibly it will be found desirable to change the present prescribed temperature of 85° F. With regard to the temperature of the insectary, this does not necessarily have to be the same as that of the killing chamber, but it is probably desirable that it should be. Whatever the temperature of the insectary finally decided upon, it is probably necessary that all laboratories follow the standard practice if uniform results are to be obtained, since the resistance of flies is closely connected with the temperature at which they are raised.

"With reference to the effect of variation in droplet size of the spray, it is believed that this is of great importance and one to which too little attention has been paid. It was shown in Dr. Peet's original paper that the size of droplet has a marked effect on the test. Uniformity was sought by prescribing the use of a certain specific atomizer operated under a uniform pressure. However, it has been my experience that ordinary commercial atomizers, of the type specified in the method, do not always throw sprays of the same droplet size, so that even though two laboratories are using supposedly identical atomizers, as far as brand and manufacturer are concerned, it is by no mean sure that they are getting the same type of spray in their killing chamber. Since these variations in droplet size will effect results markedly, it is of great importance that a study be made of the effect of variation in droplet size and that steps should be taken to insure that each user of the method can obtain an atomizer which will throw exactly the same spray as every other atomizer used.

"With reference to the increase in uniformity of results to be obtained by the use of paper on the floor of the killing chamber, any refinement of the method which will bring about more uniform results is desirable, and this should be studied carefully.

"With reference to the development of a suitable standard for the measurement of resistance of flies, there is no question in the minds of at least a majority of the committee that this will be necessary before comparable results can be obtained by different laboratories. In spite of every effort to raise strong healthy flies of uniform resistance, different laboratories do not seem to be able to raise flies of uniform resistance. It may be that when the factors heretofore discussed have been satisfactorily settled some, at least of this apparent difference of resistivity between flies from different laboratories may disappear. However, it is felt that regardless of other factors, there is always liable to be a difference between flies in different laboratories or even between successive lots in one laboratory. In order to obtain comparable results between different laboratories or between results obtained in one laboratory at different periods, it is necessary to know the relative resistance of the flies used. This, it is felt, can only be known by reference to a standard sample whose average killing power has been definitely established. It is obvious, I believe, that the use of any straight run petroleum distillate cannot be satisfactory for this purpose for two reasons. First, it has never been shown that the kill obtained, as between strong and weak flies, with a petroleum distillate is proportional to the kill obtained on the same strong and weak flies with a normal insecticide.

"Thus, it is quite conceivable that a normal insecticide might show a decided difference between two lots of flies which would not be detected by a petroleum distillate and in that event, the distillate would be worthless as a measure of resistance. In addition to this, the kill ob-

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tained on normal flies with a petroleum distillate is so low that it is in no way comparable with that obtained by the usual insecticides. Thus, in the proposed standard using a highly refined Pennsylvania distillate, it is specified that the insects used should not show more than 20% down and 6% dead. Let us assume that a given laboratory finds that it cannot secure lower than eight percent kill. Then they must either discard all results obtained or attempt to correct their figures by reference to the standard and this is impossible since the kill is so small that small differences over the standard of 6% are disproportionately large in percentage.

"It seems apparent that a standard should have a killing power in the range of the ordinary insecticides so that results obtained against flies using such a standard may be compared directly with those obtained when testing an unknown sample. Thus, let us assume that a standard sample is prepared which has been tested by all laboratories interested and found to have an average killing power of 65%. Then let us assume that a given laboratory finds that their flies show a 70% kill against this standard insecticide. This is of course evidence that, under their conditions, their flies are weaker than the average in the ratio of 70 to 65. Then, if against an unknown sample, a kill of 75% is obtained, it is obvious that this should be corrected in the same ratio that the standard showed too high a kill, or in the ratio of 70 to 65, which would give a true kill of 70% for the unknown sample. A further advantage of the use of such a standard, provided that it was accurately standardized under standard conditions of temperature, humidity, drop size, etc., would be that small variations of temperature and drop size would be automatically corrected for.

"The material to be used as a standard and the details of working out such a standard remain to be developed by the committee, but it is hoped that something definite can be reported at the next meeting of the association. In this connection, the committee would be glad to have the cooperation of all laboratories interested even though their representatives are not members of the committee and it is requested that all laboratories interested volunteer their services in the joint work necessary to bring this work to a satisfactory conclusion."

Report of Disinfectant Committee

PETER DOUGAN, chairman of the Disinfectant Committee of the Association, reported for that committee as follows:

"In general the disinfectant industry does not show any improvement from the strong competitive efforts which are being made to sell goods, and which has caused widespread criticism of prices, many being at rates that leave no profit. As our membership embraces three different classes, they are affected, of course, in different ways. The member who sells through retail dealers package goods—priced at 25-50 cents or $1.00—perhaps is least affected at all. His price unit stands and no doubt he would say that his trouble is diminished sales—due to the reduced purchasing power of his public because of the times.

"The member who sells to jobbers or dealers, in large quantities, these dealers in turn selling direct to consumers, and the member who sells his product direct to consumers in quantities of a barrel down to one or five gallon tins face, we think, the most destructive and demoralizing effects of cut prices. The trouble comes from either wrong merchandising tactics, or is due to ignorance in the way of figuring costs, and we hope that in the discussions among ourselves—the situation can be relieved.

"The manufacturer who caters to the jobbing trade, sets his prices and terms on the basis of supplying the dealer at a rate that will give a reasonable manufacturer's profit, and calculates that the dealer in turn must add to that figure a sum which will pay the dealer a profit to cover his expenses and selling costs in handling the goods.

"If these facts are not considered and the manufacturer sells his goods direct at dealers' prices to those who are buying the goods for their own use and not for resale, the effects will react to the disadvantage of the manufacturer in losing the dealers' support and also in the call on the part of the dealers, demanding still lower prices, and the whittling down of the manufacturer's legitimate profits, which today are down to perhaps the smallest figures during the past 15 or 20 years. The manufacturer to protect himself, needs to protect his dealers and hence, if he desires to sell his goods direct to consumers as well as dealers, must carry a rate for consumers' sales made direct, that will not make him a competitor against his dealer outlets.

"As for the manufacturer selling customers direct, rather than through dealers, the committee has just a reminder to make and that is, prices made without properly figuring costs, will finally lead to a visit from the sheriff, while if the low figures are made by using inferior raw materials, adulteration, etc., the Food and Drug Administration of the U. S. Department of Agriculture will in time prosecute him for misbranding.

"With the forward steps that are being taken by the Insecticide and Disinfectant Manufacturers Association to raise the standards and quality of disinfectants it is to be hoped that each one will do his part and co-operate fully in reducing the criticism that now prevails, because of poor merchandising plans, unreasonable low prices and the questions concerning quality, etc.

"Constructive plans for developing our markets and the greater use and sale of disinfectants, develop slowly. We are sure that all of us would like to see such plans develop more speedily and as a starter we hope for full cooperation in the simple and inexpensive idea for Co-operative advertising developed by the Advertising and Publicity Committee which is printed in the May issue of *Soap*. The studies which have been made for even this simple plan of co-operative advertising prove that we have to meet a complexity of problems and at times the questions which arise seem to be almost beyond solution.

"That of course, cannot be true, for like problems have been solved by other industries. For example we have the analogy of the campaign made by the insurance companies and civic communities as to fire prevention. Here we have a subject which in many respects is basically the same as ours. Isn't there in this kind of a campaign a good foundation for the kind of a campaign to spread the facts in regard to the merit and usefulness of disinfectants?

"Getting down to our own problems, after listening to an advocate of systematic planning the committee has tried to approach the problem by setting up a series of questions as to what needs to be done, and perhaps when you get home, you will be so good as to let us hear from you with additional questions, also your answers to these questions.

"As we come to examine the problem it is necessary to divide our members into three classes, because each one is a problem in itself. The three classes cover those members who market disinfectants to jobbers and dealers, but do not sell direct to consumers. The manufacturers who sell disinfectants in trade named packages say from 3 ounce bottles to one gallon tins, through druggists, retail stores and supply houses. The manufacturers who sell direct to customer users in bulk from one gallon tins to barrels.

"From the work already done by this association, all three classes have been benefited by the labors of our scientific members and it remains for members to spread even further the important matter of marketing disinfectants and specifying quality of same by stating co-efficient strength on tar oil, pine oil and cresol disinfectants to which the test applies. This gives a foundation for a fair statement of values by which grades may be clearly indicated and justify prices made on each grade.

"Apathy of buyers,—is it because of lack of knowledge as to the usefulness of a disinfectant? Is it because they

have no sickness and do not see the merit of using a disinfectant to keep sickness from starting or getting a foothold? Do we need to use more emphatic charts proving the prevalence of preventable sickness?

"To visualize germ life,—is it because they rely more on deodorizers and getting rid of unpleasant odors? Is it due to lack of support from the medical profession? Is it due to competition from other industries, for example the soap trade in arguing that if a place is cleaned, no disinfectant is necessary? Can merchandising methods be improved? Are our packages right? Are directions simply, clearly stated and can they be followed easily?

"Trade ills, commercial bribery gifts, special terms and discounts,—these and other questions have occurred perhaps to all of us and some think they have found good answers to several of them. Being basic problems, however, it is open to question if one answer can fairly cover them.

"For instance advertising is not the answer to all of them, as will be seen by breaking the questions down further and considering who are the buyers we seek. Those buyers are housewives, who buy household disinfectants.

"Is our trade with them to be through retail druggist, grocers, hardware dealers? Which set of dealers are to be preferred and shall sales be limited to one class of dealers only or all of them? What class of appeal is to be made to the housewives? Shall it be 'scare' stories or fact stories based on data that are to be found in the vital statistic charts from health boards?

"Sanitary conditions as they prevail in country districts where there are no sewers, the buildings in which the animals are kept, treatment of animal hurts and diseases, —medical men in private practice, in institutional work, first aid, sanitary prevention work and other specialized fields,—hospital superintendents, pharmacists and nurses, —industrial plants—safety engineers, sanitary committees, maintenance engineer, superintendent, purchasing agents—schools both in the city and country addressed to the board of education as a governing body, to the superintendent of buildings, the principal of the school, the janitor,—state departments which order the supplies for their state hospitals, insane asylums, reformatories, prisons, camps, public reservations and parks, armories, etc., as well as the superintendents, stewards in charge of the institutions,—city departments which operate in much the same manner and have supervision over the same class of buildings and institutions as are operated by the state—also in addition operate fire depart ments, police departments, street cleaning departments, court houses, jails, etc.—public conveyances such as railroads, trolley lines, busses, ferries with their superintendents in charge of each place of the maintenance of cars, waiting rooms, shops, etc.—office buildings, owners, superintendents and janitors,—

"The many practical questions that are existent in all these different phases of life need specific answers and in addition the different viewpoints of the managers make a study in order to find the best way of telling our story for disinfectants.

"Believing that the time is here to carry on with a plan not unlike the work which popularized and induced the general use of drinking cups and paper towels which you will remember was put over by first winning the support of health boards and resulted in ordinances requiring the use of them, also that the Association has solved most of scientific questions to meet our needs, this Committee feels that it is time to go after these questions of public relations and our various committees should now spend their energies in meeting our commercial problems. That in pushing forward on these questions it is possible to overcome the troubles due to trade practices if they are bad, and in doing a greater volume of business, our other ills will be relieved."

—o—

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ROSE B . . . . . $4.00 lb.

Possessed of an unusual power of overcoming many objectionable odors, Rose B has been tested successfully for use in salves, ointments, depilatory creams, brilliantines, shampoos, bath salts, insecticide sprays and similar preparations. ¶It is most economical and characterized by a sweet bouquet note—tenacious and penetrating. Rose B does not discolor.

ROSE E . . . . . $8.00 lb.

The Briar Rose (Wild Rose) note. The exact similation of the natural floral odor was impossible until the development recently of a new chemical body. ¶You will be delighted with the result of using Rose E in creams, lotions, shampoos, soaps and other cosmetic materials. Will not discolor, stable in alkaline preparations, and non-irritating.

ROSE R . . . . . $12.00 lb.

An exceptionally fine Red Rose. It has been prepared particularly for good quality creams, in which it produces to a remarkable degree the Rose odor. ¶It can be used with equal success in lotions, astringents, face powders and as a blender with other perfumes for a superb rose character.

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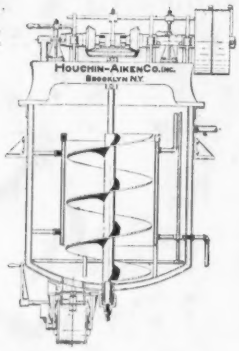
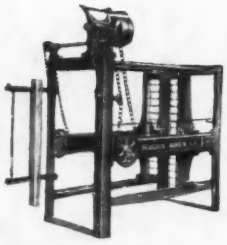


Perfection Crutcher Cross
Section View Plunger
Type Valve

Horizontal Crutcher

Empire State
Press

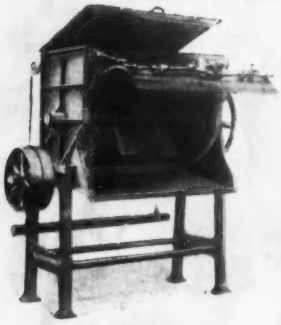
Standard
Soap Frame



Automatic Power
Slabber

Automatic Power Cutting
Table

OUR SOAP DIES WITH PLATED SURFACES STAND UP



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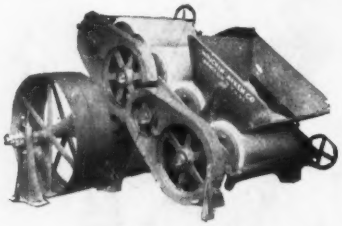

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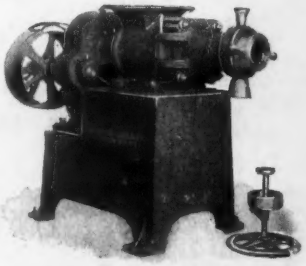

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